

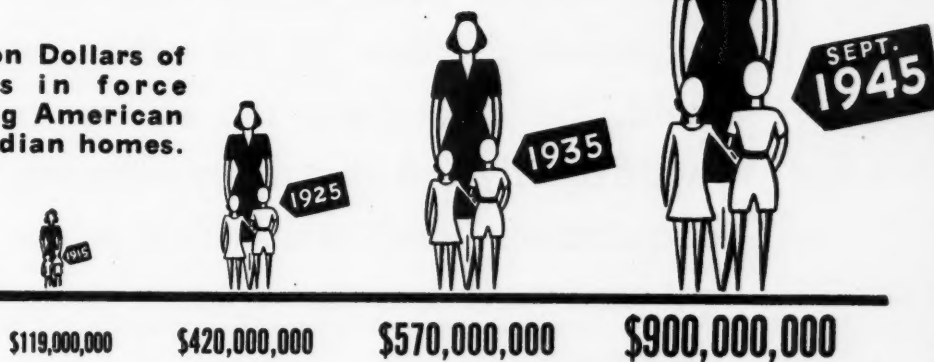
The NATIONAL UNDERWRITER

Life Insurance Edition

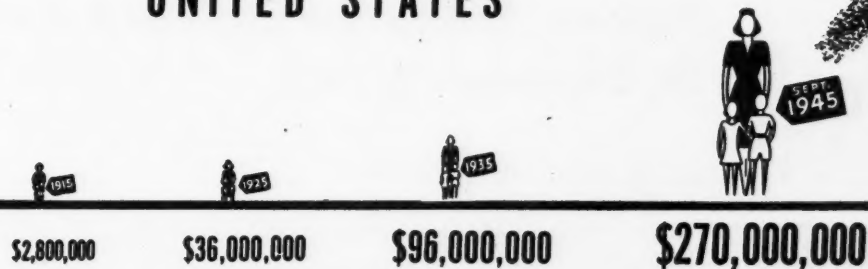
AN Outstanding Record OF Growth

1892-1945

900 Million Dollars of
Business in force
Protecting American
and Canadian homes.



GROWTH IN THE UNITED STATES



The **GREAT-WEST LIFE ASSURANCE COMPANY**

HEAD OFFICE — WINNIPEG, MAN.

LIFE INSURANCE • ACCIDENT & HEALTH • GROUP INSURANCE

Friday, October 19, 1945

WANTED

An editor for the Agent's Diamond Life Bulletins to succeed A. R. Jaqua.

The man for the position should be between 30 and 40 years of age, with several years of life insurance experience, either in the office or field. He must have the ability to write clearly and effectively. The job requires an "idea" man who is sales-minded and has the agent's point of view.

This is an opportunity of the sort that is not available often. Write Howard J. Burrridge, President, The National Underwriter Co., 420 E. 4th St., Cincinnati 2, Ohio.

Bendiner Warns of Pitfalls in Road Ahead

NEW YORK--Holding his audience spellbound with his rapid fire mixture of seriousness and humor, Irvin Bendiner, New York Life, Philadelphia, told members of the New York City Life Underwriters Association about some of the pitfalls that lie ahead and what must be done to keep on progressing in spite of changed conditions. After giving a quick survey of the unsettled economic picture and relating it to the life insurance sales conditions, Mr. Bendiner indicated that the biggest danger lies in thinking that things are going to go on the way they have been.

Life insurance, he said, had never rated higher with the public than it did on V-J Day but there is no guarantee that this present situation will continue. The agent stands in the highest esteem because of his work in connection with war bonds, blood bank donations, obtaining nurses, Salvation Army, Red Cross, etc., and he also stands in a fine position with the home offices. Nevertheless there has been a great deal of what may turn out to be expedient selling to people who bought largely because they had the money and there may be a greatly increased lapse rate on women and on juvenile business, particularly on business sold to wives and children of war workers.

Lists Warning Signals

Mr. Bendiner outlined the following points with respect to the life insurance agent: Selling is going to be keenly competitive, first, with all kinds of consumer and capital goods. Corporations that bought insurance on key men are going to want to use their surpluses to purchase equipment and inventory and will not be worried about insurance for a risk that seems remote.

Life companies will be more keenly competitive than ever before with each other because they will be so varied in what they have to offer. There will be a variety of reserve bases and insurance plans. Annuity rates will be all over the lot. There will be competition from fellow agents. The agent will welcome the returned soldier back into the agency but the agent may not be so happy "when his name goes up on the blackboard ahead of yours because he has taken a refresher course, because he has a drive, because he needs money."

Fear of Death Dulled

The end of the war is likely to dull the consciousness of death as a motivating factor. There is a potential change in the psychology of the people. When death was personal and imminent it was quite different from the present situation when the tension is out of the picture. There is likely to be a changed attitude.

(CONTINUED ON LAST PAGE)

Program for A. L. C. Chicago Meeting

Emphasis on post-war problems in life insurance will be given in addresses and round table discussions at the 40th annual meeting of the American Life Convention to be held Oct. 31-Nov. 1 in the Edgewater Beach hotel, Chicago. Financial, production, underwriting and other aspects of the business will be taken up in the program, which was announced this week.

This will be strictly a business meeting, with much less emphasis on the social side than in pre-war gatherings. In line with this, the Legal, Financial, Agency and Industrial Sections will not hold their separate annual meetings this year. Instead, they will resume meeting in 1946 when the annual gathering of the A. L. C. is held.

Expect Large Attendance

A large attendance from the United States and Canada is forecast by the advance registrations already passing the 400 mark. Fewer prepared addresses are scheduled. Much of the program will be informal open forums and round tables.

Laurence F. Lee, A. L. C. president, and president of Occidental Life of Raleigh, N. C., and Peninsular Life of Jacksonville, Fla., will open the general sessions at 10 a. m., Oct. 31 with his presidential address. Robert L. Hogg, manager and general counsel, is to present his report and review of the year.

The first morning session will be concluded with an address by George L. Harrison, president of New York Life.

Commissioner McCormack of Tennessee, president of the National Association of Insurance Commissioners, will be the principal speaker at a luncheon meeting the first day.

In the afternoon there will be a forum on various legal aspects

of termination of the wars with Germany and Japan, directed by Robert A. Adams, general counsel of American United Life. Then there will be a forum on the S. E. U. A. decision of the U. S. Supreme Court that insurance is commerce, and the new status of insurance which has resulted from this ruling and recent federal legislation. Berkeley Cox, associate counsel of Aetna Life and chairman of the A. L. C. Legal Section, will lead this discussion.

Finally a discussion is scheduled on interest returns on life insurance company mortgage loans, directed by E. H. A. Camp, vice-president and treasurer of Liberty National Life of Birmingham.

An executive session will be held the first night at which officers and members of the executive committee will be elected and business transacted.

Linton To Report

A report of the joint committee on medical research will be presented by M. Albert Linton, president of Provident Mutual Life, committee chairman, at the opening of the general session Thursday. Then E. K. Williams, K. C., of Winnipeg, president of the Canadian Bar Association and an outstanding Canadian attorney will speak.

Current investment matters will be taken up in a forum led by Paul E. Fisher, treasurer of Indianapolis Life and chairman of the Financial Section. After this there will be a report by the joint liaison committee presented by G. W. Smith, president of New England Mutual Life. This is the committee of life companies which cooperated with the Treasury in financing the war.

Lewis W. Douglas, president of Mutual Life of New York, will speak at a luncheon the second day, and in the afternoon session there will be a forum for present-

(CONTINUED ON PAGE 4)

N. A. L. U. Veteran Guidance Plan Takes Form

Local life underwriters associations are being put in position to equip their members to counsel veterans on insurance, pensions and other service benefits. The N. A. L. U. committee on veterans affairs, headed by John D. Marsh, Lincoln National, Washington, D. C., has sent to local associations material with which to conduct seminars totaling six hours.

Better than three hours of the course deals with NSLI; the rest is devoted to pensions, soldiers and sailors civil relief act, and other veteran benefits.

The objective is to see that agents are experts in government and commercial insurance matters and that in the other fields they know how to refer the veteran accurately to the appropriate agency. Booklets and charts will be supplied to those taking the

course. The project is the joint undertaking of N. A. L. U., veterans administration, and Institute of Life Insurance.

Mr. Marsh was recently released from the service with the rank of colonel. He was chief of the personal affairs division of the army air forces.

Aetna Life Group Raises Base Salaries 10%

The Aetna Life companies have now established a 40-hour, five-day week and at the same time base salary rates except for officers have been increased 10%, with the increase not to exceed \$300 for any individual. The new work schedule goes into effect Oct. 29 and the salary increase Nov. 16. About three years ago the group gave a 10% base pay raise.

The W. R. Kirk general agency, Topke, has been named Kansas general agent of Midwest Life of Lincoln, Nebr.

September Sales Up 5.1%; Year's Record 3.3% Better

September life insurance production showed a 5.1% gain and the first nine months of 1945 registered a 3.3% gain, according to Life Insurance Association of America. Total September business was \$681,374,000.

Ordinary was \$496,941,000, a 5.2% increase; industrial was \$98,583,000, a decrease of 11.4%, while group was \$85,850,000, an increase of 32.5%.

For the first nine months, the total was \$7,100,801,000. Ordinary was \$5,250,474,000, an increase of 10.2%; industrial was \$1,085,752,000, 3.5% decrease, and group was \$764,575,000, a 22.4% decrease.

Jenkins Heads Management Unit

Vice-president W. R. Jenkins of Northwestern National Life has been named as the new chairman of Sales Research Bureau committee on agency management, succeeding Vice-president W. P. Worthington of Home Life.

The new vice chairman is Dudley Dowell, vice-president of New York Life.

The committee has held six sessions of two or three days each during the year. Subcommittees were constituted on training, selection and compensation.

AETNA WINS OHIO WRIT

COLUMBUS--Federal Judge Underwood has issued a temporary writ enjoining Superintendent Dressedel from suspending the licenses of the Aetna Fire companies for refusal to pay the discriminatory state premium taxes in Ohio. Hearing will be held Oct. 22 on the question of whether the injunction shall be made permanent.

JOINS OREGON MUTUAL

John F. Hook, former University of Iowa mathematics instructor, has joined Oregon Mutual Life as a general assistant to Actuary G. E. Cannon.

Message to Readers

Continuance of the commercial printing strike in Chicago caused a delay in publishing this edition of the National Underwriter and necessitated the use of alternate processes. This is a jury edition and weak the readers to make proper allowances, not only on the score of appearance but in the matter of editorial treatment. We are badly disorganized in all phases of our operations and it has been necessary to take numerous short cuts in order to complete this edition at all.

L. A. A. Gets Set for Annual Parley

Committees Are Named for New York Gathering Nov. 12-14

Plans are being completed for the annual meeting of the Life Advertisers Association at the Hotel Pennsylvania in New York Nov. 12-14. Powell Stamper, National Life & Accident, is general chairman. Hal R. Marsh, Jefferson Standard, is secretary of the meeting. Registration is in charge of L. W. McKee, associate editor of publications Prudential, assisted by Jack R. Morris, Business Men's Assurance.

A special advisory group consists of Allan M. Kennedy, Northwestern National; F. R. Brauer, Home Beneficial Life; Francis J. O'Brien, Franklin Life; W. J. Sieger, Bankers National; H. A. Richmond, Metropolitan Life; H. D. Trueblood, Occidental Life of California, and Charles D. Greenfield, Western Life.

Frey Press Chairman

Carroll Frey, Penn Mutual, will be press chairman. D. M. Tudhope, Columbus Mutual, will have charge of the printed program. A. F. Sisson, State Mutual, and J. Percy Lyons, Manufacturers Life, are preparing mail promotion pieces to stimulate attendance.

Henry E. Thos, Shenandoah Life, and L. Russell E. Inghard, Union Mutual, are in charge of arrangements. Elizabeth Roulston, Presbyterian Ministers, is on the hospitality committee.

The Keystone Group of the L.A.A., all of whom are in the Philadelphia district, are acting as the exhibits committee. Albert F. Randolph, Penn Mutual, being the chairman. The committee has worked out a plan by which the exhibit, in which L.A.A. members have such an intense interest, will be brought into the regular program.

The following are the classifications under which exhibits may be entered. Material exhibited must have been produced or distributed since last annual meeting in October, 1944. Each company may submit entries under three classifications, or less. The classifications are: Sales promotion to sell sales promotion, publications addressed to agents, prospecting or pre-approach material, sales aids, prestige and good-will builders, policyholder relations, magazines of national circulation advertising, newspaper advertising, insurance journal advertising, and recruiting material.

PAQUIN IS A.R. KIFIN AID

John F. Paquin has been appointed assistant manager of the A.R. Klein agency in Chicago of Home Life of New York. He joined Home Life in 1943, and has established a successful record in personal production. He recently qualified for the Company's Victory Conference.

Prior to his association with Home Life, Mr. Paquin had a background of experience in personal selling and sales management in another field.

New paid life business of Provident Mutual during the third quarter totaled \$17,313,000 or 34.7% better than the \$12,857,000 during the same period of 1944. The average policy of \$6,080 was the highest in history. Insurance in force gained \$8,779,000 to reach \$1,117,602,000. Assets increased to \$489,058,000, the gain being \$7,068,000.

National Quality Award Goes to 1,279 Agents



of quality life underwriting service to the public as evidenced by an excellent record of maintaining in force and extending the benefits of life insurance

M. H. Andrews, Jr., C.L.U.

is hereby granted this

NATIONAL QUALITY AWARD

First Certificate Ever Issued

In Witness Whereof, the undersigned organizations have joined in presenting this certificate.

LIFE INSURANCE SALES
RESEARCH BUREAU

NATIONAL ASSOCIATION
OF LIFE UNDERWRITERS

John Marshall Holcomb

1945

James Ketchumford

A total of 1,279 field men and women qualified for the 1945 national quality award, it is announced by the joint committee composed of members of the committee on persistent business of the Sales Research Bureau and the committee on conservation of the National Association of Life Underwriters. This new award offers further recognition to agents who render outstanding service to policyholders as reflected by the quality and persistency of their business and it will be sponsored each year by the two organizations.

The group consists of representatives of 87 companies and com-

prises 887 agents, including 29 women.

Qualification certificates have been forwarded to the presidents of local life underwriters associations for presentation to the candidates. A small pocket replica of the certificate has been sent to each qualifier.

Following a meeting of the joint committee at Hartford it was announced that plans for the 1946 award will be announced early in December. Certain refinements in the qualifying regulations are being studied. Field men may file their applications for next year's award any time after Jan. 1 and the final date for filing applications will be March 31.

Conrad Resigns; Pilkington Brok'age Mgr.

C. Hyde Conrad, brokerage department manager in the life and accident department of the Moore, Case, Lyman & Hubbard general agency of John Hancock Mutual Life in Chicago, has resigned. He will announce his future plans later.

Robert G. Pilkington, supervisor of agencies for the Midwest with Continental Assurance, also resigned and has been appointed brokerage department manager by Moore-Case. He entered the agency recently as a broker.

Mr. Pilkington is a well-known Chicago life man. He was connected with Equitable Society there for eight years, then manager and later general agent in Chicago for Bankers Life, Nebraska, before going with Continental. He also had experience as a supervisor for the Vermillion agency, Mutual Life of New York in Chicago.

Mr. Conrad before joining Moore-Case was an agent in the Hughes agency of Massachusetts Mutual in that city.

Charles G. Bloomingdale of the Marion, O., agency of Ohio State Life has completed 507 weeks of consecutive weekly production.

GROUP LITTLE AFFECTED

Group insurance is showing a high degree of stability during the reconversion period, according to the Institute of Life Insurance. The cut-back in insured workers has been felt only in the war industries and companies having policies in the aircraft and motors fields have experienced a reduction of 10 to 15% in total insurance on such contracts.

READY TO INVEST BILLION

Life companies are ready to invest at least \$1 billion in home mortgages during the coming year, according to the Institute of Life Insurance.

Comm. Gerald A. Rubank, in civilian life general agent of Prudential at 40 Wall street, New York City, has been cited by Navy Secretary Forrestal for outstanding service in the administration of the navy war bond program. The citation points out that as a result of his effort and enthusiasm, navy men and women everywhere have saved more than \$1 billion through the purchase of war bonds, the total having reached \$1,431,990,117 as of Aug. 31.

Put Ceiling on Insurers' Victory Loan Subscription

WASHINGTON--Insurance companies "will be permitted to subscribe to the marketable securities" in the Victory Loan drive, Secretary of the Treasury Viason stated, "in aggregate amounts not in excess of an amount equal to 15% of the total amount of U. S. government securities held by the subscribing company Dec. 31, 1944, or 6% of its assets of that date, whichever figure is larger."

Limitations, including deferred payment subscriptions, were decided upon after consultation with insurance company representatives. The Treasury requested insurers and savings institutions not to sell securities heretofore acquired in order to obtain funds to subscribe for securities offered in the Victory Loan drive, except for normal portfolio adjustments.

The Treasury suggested that each company planning to subscribe to the loan notify the federal reserve bank of its district, before entering subscriptions, with figures applicable to it under its formula, in order to facilitate the handling of their subscriptions.

UNION LEAGUE SPEAKERS

M. A. Linton, president of Provident Mutual Life, who is regarded as the greatest authority on the social security act among insurance officials, will speak



M. ALBERT LINTON

before the insurance group of the Union League club at luncheon Oct. 29. He acted as advisor to the House ways and means committee when it was discussing social security legislation. He will discuss the social security act and its possible trends.

On Nov. 20, Ray S. Bass, treasurer of the Staley Manufacturing Co., Decatur, Ill., will talk on "At the Desk of an Insurance Buyer." He is a student of insurance, director of Risk Research Institute and Midwest Insurance Buyers Association.

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U.S. Chamber Group May Launch A. & H. Study Program

WASHINGTON—A study program for the new U. S. Chamber of Commerce health and accident section of its insurance committee is to be planned and reported on by a special subcommittee to be appointed by Rollin Clark, Continental Casualty, section chairman.

The study, it is suggested, may be to determine the extent of present A. & H. coverage, also to map a future program.

The health and accident committee section is reported to have reviewed work previously done with relation to health and accident by the chamber's insurance committee and insurance department. The committee section also considered action by the chamber's directors related to the subject and the chamber's referendum vote on social security, which resulted in a recommendation that health and accident insurance should first be handled through private means and at the state level, before a national program is attempted.

The health and accident meeting was attended by Chairman Clark, Vice Chairman W. T. Grant, president Business Men's Assurance; R. J. Wetterlund, president Health & Accident Underwriters Conference and vice-president and general counsel of Washington National; Harold R. Gordon, managing director Health & Accident Underwriters Conference; Philip S. Haring, Employers group; W. A. Milliman, Equitable Society.

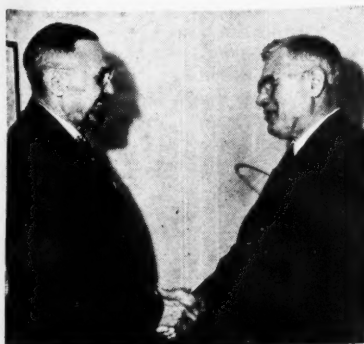
Dr. C. C. Criss, president Mutual Benefit Health & Accident, was represented by two members of its staff. J. Dewey Dorsett, general manager Association of Casualty & Surety Executives, was represented by Frank Lang, its research director.

Guests at the committee meeting included Carl Jacobs, Hardwar Mutual Casualty president and a U. S. Chamber director; Chase Smith, general counsel Lumbermen's Mutual Casualty; Manager J. F. Follman, Jr., of Bureau of Personal Accident & Health Underwriters; A. L. Kirkpatrick, new manager of the U. S. Chamber insurance department, and H. E. Hilton, its assistant manager.

Mr. Hilton went on from Chicago to Stevens Point, Wis., to visit Hardwar Mutual Casualty on invitation of President Jacobs.

Law Named in Atlanta

American National has appointed James D. Law ordinary manager at Atlanta, succeeding the late E. J. McMichael. Mr. Law has been with Aetna Life for several years and prior to that was sales manager for Atlanta Packard Motor Company. Mr. Law is a graduate of Georgia School of Technology. In the former war he served as captain in the chemical warfare service. He is treasurer of the Atlanta Association of Life Underwriters.



Robert E. Brake, general agent Provident Mutual in Sioux City, Ia., for 25 years, receives congratulations from Willard K. Wise, vice-president and manager of agencies, on his election as president of Provident Mutual General Agents.

Riskless Risk or Too Good for Insurance

E. K. Snider of Lubbock, Tex., submits this story of the riskless risk.

A man applying for insurance. Agent: Do you operate a plane for sky-writing, crop-dusting, exhibition stunts, air races, or ride as passenger?

Applicant: No, I've never been up in a plane and don't intend to.

Agent: Do you drive a truck hauling explosives, butane gas, gasoline, or anything else?

Applicant: No, I don't drive any truck.

Agent: Do you ride bucking horses, race horses, bucking steers, ever bull-dog steers or rodeo stunts, or ride a saddlehorse?

Applicant: No, I have always lived in town.

Agent: Do you ride race cars, motorcycles, bicycle, tricycle, roller skates, ice skates, or a wheel-chair?

Applicant: No, I never even learned to ride a tricycle when I was a boy and do not own a car.

Agent: I'm sorry, Mr. Smith, but our company does not have rates for pedestrians.

POSTPONE ZONE 4 MEETING

The zone 4 meeting of the National Association of Insurance Commissioners which had been scheduled for Pierre, S.D., Nov. 1-2 has been postponed. This gathering may take place during the December meeting of the N. A. I. C. at Grand Rapids.

INSTITUTE TRUSTEES TO MEET

The trustees of the Life Insurance Institute will hold a meet-

Post-War Planning Clinic Is Held in Chicago

Seven leading C.L.U.s of Illinois gave a fine symposium on "Post War Planning" Thursday at a joint luncheon meeting of the Chicago Chapter of C.L.U. and Chicago Association of Life Underwriters. The talks covered planning a kit of tools, control of time, present day markets, sales ideas, the veterans angle, advantages of C.L.U. training, and a summary by John O. Todd, general agent Northwestern Mutual Life, Chicago. All the participants except Louise Mercier of Union Central at Kankakee were Chicagoans.

Outside influences are going to be more and more responsible for life insurance sales, Earl M. Schwemm, manager Great-West Life, declared in the talk on markets. These influences include tax laws and regulations, social and economic trends, and the meaning of high taxes and low interest.

"The underwriter must make the proper interpretation of these outside influences and trends," he said, "so as to capitalize on them, and, most important, to anticipate these trends in advance of their actual happening and before they are of common knowledge to all. It is important to get in on the ground floor and to take off the cream."

"Today the 'magic word' is deferred income for those who have income greater than their current needs. Because of the importance of deferred income, single premium life contracts and

single premium deferred annuities are becoming more popular. Also because of high taxes and low interest, the discounting of future premiums has an important place.

"Life insurance contracts for men and women of means will be purchased in increasing amounts as an investment. We will see a lot of insurance purchased 'out of capital,' and there will be a lot of principal taken off top brackets of an



Earl M. Schwemm



W. N. Hiller

estate to buy single premium contracts for children.

"The insuring public will become more aware of the annuity function of life insurance since high taxes and low interest require staggering amounts of capital to produce comfortable incomes. Under today's conditions life insurance offers the only means of accumulating an adequate estate and the guaranteeing of an independent and comfortable old age for those not already well off.

Opportunity with Juvenile

"Today, juvenile insurance is one of our finest markets. The old reasons for selling juvenile insurance are still good, but the main reasons for parents (those who are adequately insured and have excess income over fixed expenses) buying substantial amounts of insurance on the lives of their children, are high taxes and low interest.

"If sums were invested in income-producing assets instead of juvenile insurance, the net investment return would be negligible if the parents taxable income was high.

"Business insurance is a very profitable field day. We will see a lot of insurance purchased on key men for indemnification purpose in event of death, but if insured lives to retirement it will be used as a pension (properly arranged to avoid tax penalties).

"Partnership insurance is essential today more than ever because of high taxes, since it is practically impossible to pay off a principal obligation out of current income.

"Estate planning is a great field today. There are also great opportunities for re-planning estates which have been planned in the past, due to changes in laws and high taxes and low interest.

"It is now time to give more consideration to the white collar workers. Salary restrictions in the main have been removed.

Social Security Approach Good

"To those who are 65 or over, try to supplement social security with immediate single premium annuities. For those whose social security benefits are in the future use the social security approach as basis of programming, and for additional retirement income through life insurance. The social security appeal will be greater than ever.

"In the next few years there will be millions of young men as prospects for accident insurance. They do not bring with them a government accident policy.

"Millions of new homes will be built and builders, contractors and all associated trades and industries will profit. This means thousands of good pros-

(CONTINUED ON PAGE 20)

One Week to Christmas

It may seem a little early for Christmastime, but as a matter of fact you have only about one more week of shopping. Not for the Yuletide around your own hearth, but for the Christmas of the fellow still in the armed forces. Gift packages, according to the necessary rules of the Army and Navy Postoffices, should be mailed by October 15th.

We need hardly quote any sermons about the necessity of maintaining the morale of the soldier or sailor whose Christmas will once again be celebrated away from home, whether in camp in this country or on ship or in camp in foreign parts. You didn't let him down before V-J Day, when the fighting was going on, and you won't want to let him down now when, away from home, the holiday will be somewhat forlorn.

Let's remember him at Christmas, with a barrage of gifts, and that means to do the shipping—and the wrapping and mailing—now, early as it may seem.

And for every one of these faraway friends, whether he rates a gift or not, a letter is due.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA



IT'S EASY FOR UNDERWRITERS TO HANDLE GUARDIAN PENSION PLAN BUSINESS

The facilities of the Guardian Home Office Pension Planning Section are at your disposal. This department is equipped to help you work out a pension plan that will fit the needs of your client and so save you time and work.

Write us direct, or consult your nearest Guardian manager for details. A copy of our new 16-page booklet, "Pension Planning For Your Business," is yours for the asking.

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

HOME OFFICE — NEW YORK CITY

A MUTUAL COMPANY

ESTABLISHED 1860

GUARDIAN OF AMERICAN FAMILIES FOR 86 YEARS

Honor Prudential on 70th Anniversary

More than 500 leaders in business, the professions and the clergy in northern New Jersey attended the buffet luncheon marking Prudential's 70th anniversary. Among those greeted in the receiving line by President Franklin D'Olier and Executive Vice-president Carrol M. Shanks were Governor Edge of New Jersey and two of the state's former governors, A. Harry Moore and Charles Edison.

COLONIAL LIFE CONFERENCE

Colonial Life held a 2-day business meeting of its leading assistant managers and agents at Absecon, N. J. President R. B. Evans welcomed guests. James G. Bruce, secretary-actuary, presented a paper, "Our Plans for the Future."

The afternoon session was in two parts, one for assistant managers, the other for agents. At the joint meeting next day Donald Cook, assistant manager at Paterson, N. J., spoke on prospecting among professional men; Irving Cohen, Bay Ridge, N. J., "Where My Leads Come From," and Roy Stanford, New Brunswick, N. J., "Writing Juvenile." President Evans closed the meeting.

Others from the home office were James J. Raidy, administrative assistant; Fred G. Thompson, New Jersey manager, and W. R. Haile, New York manager.

SOUERS NAMED FOR PROMOTION

Capt. Sidney W. Souers, executive vice-president of General American Life in St. Louis before entering active navy duty, has been nominated for the rank of rear admiral.

Program for A. L. C. Chicago Meeting

(CONTINUED FROM PAGE 1)

ation and discussion of questions from the floor, with no restrictions on questions to be submitted.

Guertin Leads Forum

Finally, an open forum will be conducted on the standard non-forfeiture and valuation legislative program adopted by the Commissioners Association and progress of the legislation throughout the country, led by A. N. Guertin, A. L. C. actuary. Mr. Guertin, former actuary of the New Jersey department, headed the commissioners' special committee which studied this subject and formulated the standard laws. A number of prominent life company executives will participate in this discussion.

Officers and directors of the American Service Bureau, the organization affiliated with the A. L. C., will meet Oct. 30, with Lee N. Parker, president and general manager, presiding. The A. L. C. executive committee also will meet that day.

Women's Group Hears Talks by V. A. Authorities

Charles W. Bellis, head of the Insurance Division of the Veterans Administration in Chicago, and Thomas E. Killoran, associate director of the Veterans' Information Center of Metropolitan Chicago, spoke before the Women's Division of the Chicago Association of Life Underwriters. Mr. Bellis answered questions about National Service Life Insurance, and Mr. Killoran described typical situations arising in the readjustment of returning servicemen. The speakers were introduced by Louise Scott Konsberg, president of the division.

The division will participate in the Life Underwriters' regional meeting Oct. 23-25. The next speaker will be Marion Eberle, of the Institute of Life Insurance, who will come from New York to talk on Oct. 25.

HOWARD HOLDERNESS IN INVESTMENT FIELD

Howard Holderness, vice-president of Jefferson Standard Life, has resigned after 20 years in different capacities in the investment department. He is joining his brother J. T. Holderness in an investment and finance firm with offices in the Jefferson Standard building.

BAR WHOLESALE IN IOWA

The Iowa department has directed all life and accident and health companies operating in the state to cease selling wholesale, franchise or similar insurance. This action followed a decision in circuit court here, ruling this form illegal in a case against Commercial Casualty, which was not appealed.

CONN. GENERAL WINS AWARD

Connecticut General Life has received the second of the two highest awards in the insurance company classification given in 1945 by the "Financial World" for excellence in annual report publications to stockholders. Connecticut General's award was the highest received by a life insurance company.

SHEPHERD WITH OPA

Allen R. Shepherd, assistant counsel of Bankers Life, has been appointed assistant enforcement officer of the state office of OPA in Des Moines. He was with OPA before joining Bankers Life last October.

F. T. BROWN SUCCEEDS FATHER

Harry F. Brown has retired as district agent of Northwestern Mutual Life at Ames, Ia., and will be succeeded by his son, Farwell T. Brown. The father, who has been with the company 33 years, will continue to do personal production.

M. Allen Anderson, first vice-president and director of agencies of Republic National Life, spoke in San Angelo.



Significant Facts

Founded in 1857, The Northwestern Mutual is one of America's oldest life insurance companies.

Its growth has been steady, its assets increasing *each year* for 87 consecutive years.

It has over \$4,500,000,000 of life insurance in force, with assets of over \$1,800,000,000.

**THE NORTHWESTERN MUTUAL
LIFE INSURANCE COMPANY**

Home Office - Milwaukee

Paul Curtis Named to Succeed Father

Albert H. Curtis retired Oct. 1 as head of New England Mutual's Boston agency, which he organized nearly 45 years ago and which, under his leadership, now has more than \$80 million of life insurance in force. While he is relin-



A. H. Curtis



Paul O. Curtis

quishing his executive responsibilities after 60 years in the insurance business, he will continue to visit the office regularly and will be available for consultation.

His son, Paul O. Curtis, a partner in the agency since 1917, will assume direction of the organization as general agent. Paul Curtis has been with New England Mutual throughout his entire business life. He joined his father's agency in 1915 after graduating from Brown University and became a partner two years later.

Mr. Curtis was a special agent of the FBI in the former war and later became captain in the quartermasters corps reserve. He is a past commander of the Ancient & Honorable Artillery Company of Massachusetts. His son, Albert H. Curtis, II, is now a supervisor of the agency.

Honor G. A. L'Estrange

Wisconsin National Life agents are staging an appreciation month drive in October for G. A. L'Estrange, vice-president and agency director. A goal of \$1,800,000 new life business and \$12,500 in accident and health premiums is set. Special war bond awards are being offered.

W. W. Head, president of General American Life, has been elected a member of the national laymen's committee, the restoration fund, Presbyterian Church.

Wyoming General Agent



AUTNA W. STOCK

Autna W. Stock, the new general agent of Beneficial Life for Wyoming, has established headquarters at Afton. He has been with Beneficial Life a little more than two years but is consistently one of the leaders.

runs through Oct. 24, and the American Life Convention, Oct. 31-Nov. 1, both at the Edgewater Beach Hotel.

The interstate rating committee covering fire and casualty will meet Oct. 27. The commissioners' legislative committee will meet Oct. 29-30. The executive board of the Accident & Health Underwriters Association will meet Oct. 20-21. The insurance committee of the U. S. Chamber of Commerce will meet Oct. 29.

Cashiers Group National Headquarters to Detroit

DETROIT—Helen V. McCoy, State Mutual Life, first president of the Detroit-Windsor Life Agency Cashiers Association, has been elected president of the Life Agency Cashiers Association of the United States and Canada following the winning of national headquarters by the Detroit-Windsor group on a basis of activity points for the past year. Miss McCoy succeeds Miss Alleen Dunagan, Amicable Life, San Antonio, as National president.

R. M. Lavell, Manufacturers Life, Detroit; P. E. Clark, Massachusetts Mutual, Detroit, and Edna Paddington, Manufacturers Life, Windsor, are vice-presidents. Jean Norton, Northwestern National Detroit, secretary.

The new National officers were installed at a dinner meeting by Miss Dunagan, the retiring president.

You can't dodge the worst by sitting down and hoping for the best.

Observe Provident L. & A. Officials' Anniversaries

Provident Life & Accident has just celebrated the anniversaries of its three top executives—President Robert J. Maclellan, W. C. Cartinhour, vice-president and secretary, and Leslie N. Webb, vice-president, whose combined records total 110 Provident years.

The officers and department heads gathered in President Maclellan's office to extend their congratulations on his outstanding record of continuous service and to witness the presentation by Mr. Cartinhour, of the first 40 year service emblem ever received by a member of the Provident organization. In presenting the service pin, Mr. Cartinhour told interesting incidents in the company's early history and traced the remarkable growth and expansion of the Provident in the past four decades.

Vice-presidents Alexander Chambliss and Webb and General Counsel John A. Chambliss added their recollections of the company's early years and lauded President Maclellan's friendliness, understanding and steadfastness in the face of obstacles.

R. J. Maclellan joined Provident as secretary in 1905, and was elected president to succeed his father, Thomas Maclellan, one of the founders of the company, on the latter's death in 1916.

Mr. Cartinhour celebrated his 35th anniversary last June and Mr. Webb completed 35 years of service Oct. 1.

CHICAGO MEETING CENTER

Chicago occupies the center of the insurance stage in the next two weeks because of the numerous important conventions and meetings there. The two major gatherings are those of the National Association of Insurance Agents which starts Oct. 21 and

Our complete training course for new men, together with a series of outstanding sales aids, has placed our newest men among our production leaders during 1943, 1944 and 1945. Through the direct responsibility of the general agent, and with Home Office cooperation, our new men get into production, correctly and early.



SINCE 1887
Bankers Life
INSURANCE COMPANY
OF NEBRASKA

The COMMONWEALTH Commentary

THE FORTUNATE LIFE UNDERWRITER

Few people have really had a chance to catch their breath since the war ended. But now we can begin to take stock of things . . . take an inventory of where we stand as individuals and where our business stands as an independent free private industry.

Try it. Here's what you will find. You will find that the life insurance business has withstood the ravages of the most devastating war in history without being impaired in any way. In fact, in many ways it has been strengthened.

Today it is one of the few industries in the country, or the world, that is not faced with tremendous problems of reconversion or readjustment. It is one of the few that has an even wider and more productive market. It is one of the few that has been able to keep its merchandising system running smoothly. It is one of the few that has maintained and increased the quality of its service to the purchasers of its product—its policyowners.

Because of these and many other things the life underwriter may consider himself a fortunate individual with a minimum of postwar problems to face.

Insurance in Force, August 31, 1945—\$257,577,162

COMMONWEALTH
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME



WHAT'S WRONG WITH THE AGENT?

Sometimes we at the Provident Mutual home office get a little impatient with those who chronically view with alarm the American life insurance agent and the agency system and decry the agent as inadequate, uninformed, and unimportant.

Possibly we are prejudiced, but we cannot see it that way. By and large we believe that agents are adequate, well informed, and definitely important. From our experience with Provident underwriters we find them generally to be men of good education, good character, and high standing in their communities.

For instance, last year the agents of this Company sold an average policy of \$5600. This year it is even higher. They attract a high type of client to the Company and the lapse rate on their business is unusually low. The average length of Provident service among all active whole-time agents and general

agents is 16 years. And their earned income is gratifyingly high. Agents tell us that easy money has much to do with these records, but we know that the functional presentation of life insurance—definitely a Provident method of solicitation—makes for insurance appreciation.

No, we don't pretend that the Provident agent is perfect—but in most cases he is a good guy doing a good job. And his clients like him.

It was in 1937 that we originated the slogan for Provident agents: "You Are Important People." We have seen no reason to change our philosophy. Without agents there would be no policyholders, no Company, no interest problem, no selection difficulties, no actuarial headaches. Agents make the wheels go round. Of course, they are important people. More power to them!

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

PROVIDENT MEANS "LOOKING AHEAD"

...from an
agent's angle

Co-n-t-i-n-e-n-t-a-l is an agent's

way of spelling cooperation

...sympathetic cooperation...

the kind that builds an agent's

business. It is effective because

it is based upon an under-

standing of an agent's prob-

lems...from an agent's angle

...gained thru the workaday

field activities of our entire

executive organization. Perhaps

we can help you go after results

and get them!

One of America's Largest, Strongest
Life Insurance Institutions

Continental
ASSURANCE COMPANY

CHICAGO, ILLINOIS

Affiliates:

CONTINENTAL CASUALTY COMPANY

TRANSPORTATION INSURANCE COMPANY

Speakers Listed for Chicago Regionals

Speakers for the regional meetings of the Chicago Association of Life Underwriters to be conducted Oct. 23-25 were announced this week. They are:

W. C. Peck, manager Reliance Life, chairman veterans' affairs committee; J. A. Calfa, DePauw agency of Prudential, a veteran who since discharge a year ago has been quite successful; Paul Allen, Evans agency of Metropolitan, Waukegan, who writes over a half million of ordinary in addition to handling a large debit; Francis P. Clish, manager of John Hancock, a well known life insurance speaker; Paul Speiche; editor R. H. R. Service, Indianapolis; L. S. Broadus, manager Guardian Life, who will talk on association functions, and Mrs. Marion S. Eberle, director of the women's division, Institute of Life Insurance, on "The Why of Our Interest in Women's Point of View".

The meetings are scheduled for Oct. 23 on the south side, Oct. 24 on the west side and Oct. 25 on the north side of Chicago. H. A. Franke, manager Ohio State Life, and Adolph J. Perlmutter, Daly agency of Prudential are co-chairmen on arrangements.

FRANKLIN LIFE GAINS

Franklin Life reports that for the first nine months new business exceeded that of the same period last year by \$22 million, this being an increase of 72%. September new business was better by 53% than in September of 1944. Renewal premiums were up 16% for the nine months while new premiums were 59% greater. The objective is to reach the \$350 million insurance in force goal by the end of the year.

BERKSHIRE GAINS CONTINUE

Paid business of Berkshire Life increased 22% over last year in September and 25% for the first nine months. This makes 31 months of continued production gains.

Continental American Enters Juvenile Field

Continental American Life is in the juvenile field with four contracts: Endowment at age 85, 20-payment endowment at age 65, 20-year endowment, and endowment at age 18.

The juvenile line will be offered in all states except New York at ages 0 to 14 years (0 to 9 for endowment at age 18), and death benefits are graded from \$100 per \$1,000 face amount at age 0 to the full face amount at age 5. Due to statutory restrictions, juvenile insurance will be offered in New York at ages 4-1/2 to 14 years only.

Either of two supplementary payor benefit clauses are available with all juvenile contracts in all states except Massachusetts: Waiver in event of death of the applicant, waiver in event of death or total and permanent disability of the

Allison to Milwaukee For National Life

R. Wayne Allison, the new general agent for National Life of Vermont at Milwaukee, since 1936 had been general agent at Chicago for Monarch Life. He was born at Quincy, Ill., and graduated from University of Illinois. He was first with International Shoe Co., and then entered life insurance as a personal producer.

JACKSON GEORGIA DEPUTY

T. Walker Jackson of Cochran, Ga., has been appointed deputy insurance commissioner of Georgia. He succeeds William R. Mitchell, who resigned to go with United National in Atlanta, but will continue with the department through November.

Mr. Jackson was chief clerk in the comptroller general's office and later an examiner for the department of audits. Recently he has been an insurance accountant in Georgia, Massachusetts, Illinois and Iowa.

HOME LIFE SETS RECORDS

Paid business of Home Life of New York exceeded the previous high mark for September by 19.7% and for the first nine months by 7.2%. Both former records were set in 1929. The increase over last year was 47.8% and 27.9% respectively.

Leading agency for the year so far is Oshin & Huber, New York; leading producers, H. C. Kenyon, Grand Rapids; Mrs. L. L. Joseph, New York, I. Benjamin, Paterson; H. P. Poeschel, Newark, and D. B. Jones, Rockford.

PERSISTENCY AWARDS

WASHINGTON--Twelve local men received Research Bureau persistency awards at a luncheon meeting of the District of Columbia Life Underwriters Association. H. Cochran Fisher, association president, made the presentations.

BRINK REJOINS FATHER

Bill O. Brink has resumed his post as assistant Michigan manager for Mutual Benefit H. & A. and United Benefit Life under his father, E. B. Brink, after discharge from the army air force in which he served for three years.

Col. R. Turner Arrington, Jr., actuary of Life of Virginia, on leave for the duration, has been restored to civilian status.

applicant. The death only waiver benefit is available in Massachusetts. The payor benefit waives premiums required by the contract until the child is age 25.

A change-of-plan option, a feature of Continental American's adult contracts, is also contained in its juvenile policies. The change-of-plan privilege permits endowment and limited pay policyholders to reduce their premiums below ordinary life premiums as of the original age regardless of health or insurability.

War-Aviation Clause Changes

NEW ENGLAND MUTUAL

New England Mutual has canceled all war clause restrictions on deaths after Sept. 2. Aviation, disability and double indemnity restrictions are not changed. Limits on civilians of war ages are restored, service men being treated individually. Foreign travel or residence limitations, in general, are lifted.

Double indemnity is extended to insured traveling asfare-paying passenger on regularly scheduled flight of licensed plane.

TEACHERS ANNUITY

War clause riders have been eliminated by Teachers Insurance & Annuity on deaths after Sept. 2, and new policies are issued without war clauses.

REPUBLIC NATIONAL

Republic National Life is issuing new insurance without war clause or aviation exclusion rider.

AETNA LIFE

Aetna Life has eliminated war risk restrictions in life policies and resumed writing A. & H. policies for those traveling to any part of the world.

OLD LINE LIFE

Old Line Life policies are being issued without war or aviation clauses. New applications showing aviation activities will be considered on the facts in each case.

SUN LIFE OF CANADA

War and aviation provisions in Sun Life policies issued since war began will be inoperative if death occurred after Sept. 2. The war and aviation provision will be entirely cancelled for all deaths occurring after March 2, 1946.

CONTINENTAL AMERICAN

On deaths of Continental American's policyholders in military service occurring after Sept. 2, either in this country or abroad, there will be no restriction of liability under war clauses, unless the death results from causes arising while in the proscribed military or naval service prior to Sept. 2, and occurred within six months after that date. In such event, the restriction of liability under the war clause will still be in effect. The aviation restriction of liability under the new interpretation applies only while the aircraft is operated for training.

BANKERS LIFE, IA.

War service and civilian travel exclusion provisions of outstanding war clauses on policies of Bankers Life of Iowa will be considered inoperative with respect to deaths occurring on and after Sept. 1, except for deaths occurring within six months as a result of injuries received or diseases contracted while in service outside the home areas; or in the case of civilians, as a result of injuries suffered or diseases contracted as a result of war while outside the home areas.

War clauses will no longer be attached to new policies. It was previously announced that war clauses will not be attached to policies issued to civilians.

Aviation underwriting practices have been liberalized. No charge for the aviation hazard will be made for civilian passengers flying unlimited hours on regularly scheduled routes, nor up to 100 hours annually in non-scheduled business flights in company owned planes.

The additional premiums are low for air lines pilots and private pilots, with stunt and test pilots subject to aviation exclusion riders. Members of the military, naval and other governmental air forces will be considered for standard insurance with an aviation exclusion rider.

COLONIAL LIFE

On all lives except males from 17 to 25, Colonial Life has discontinued restrictions as to military and naval service, aviation and foreign travel. This

change applies to both industrial and ordinary policies but under ordinary policies where any individual appears to present an aviation hazard beyond that which the company is willing to accept at standard rates, each individual case will be considered for issue either with an extra premium or with the aviation exclusion rider.

In the case of policies previously issued with a war clause, requests will be considered to endorse the policy to void the restrictions, provided the insured has returned to civilian status and is not a male aged 17 to 25.

This is the first time in Colonial's his-

tory that a war clause has not been a part of the terms and provisions of policies. However, both at the outbreak of World War I and the beginning of World War II, the directors passed a resolution rendering inoperative the war clause on all policies issued prior to the commencement of war, so that the claims under all such policies were paid in full even though the death occurred while the insured was in military or naval service in time of war.

Annual statements are fully analyzed in the *Unique Manual-Digest*. \$6 from National Underwriter.



They're all cheering for the MUTUAL LIFETIME COMPENSATION PLAN

Two years ago we announced the Lifetime contract to give increased compensation to the quality producer who seeks a professional career in Life Insurance. The new contract rewards career underwriters for quality and persistency of business, as well as for volume. It provides three new added sources of income (a) a SERVICE FEE paid annually on premiums after the 10th Policy Year (b) EFFICIENCY INCOME, based on the quality of business produced over a period of years and (c) LIBERAL RETIREMENT INCOME at age 65.

90% of our men who write \$100,000 and more yearly in new business have chosen the Lifetime Plan. They enthusiastically hail this Plan as one which makes Field Underwriting worthy of professional study and achievement.

"It pays me extra money for doing a better job. It is the best Compensation Plan in the Life Insurance business."

ARLIE C. OSBORN
Mt. Pleasant, Mich.

"Gives one peace of mind and that's what we all desire most."

MARTIN P. KENNEDY
Scranton, Pa.

"If I search out good, substantial prospects and then give them first class service, I am sure of a stable lifetime income."

ADRIAN B. FISCH
Fairmont, Minn.

"The greatest advance since the development of the agency system."

LLOYD R. YEATES
Sacramento, Calif.

"It's an answer to the underwriter's prayer. In all sincerity I can say that I face the future with greater confidence than ever."

TOMMY MARTIN
Murfreesboro, Tenn.

"No development since I have been in the Life Insurance field has pleased me so much."

W. G. GODWIN
Colorado Springs, Colo.

"Any person who enjoys selling and social contacts cannot select a more satisfactory vocation than is now offered in the Lifetime Plan."

J. WARREN TIMMERMAN
Macon, Ga.

Our 2nd Century of Service

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

"First in America"

Lewis W. Douglas, President

34 NASSAU STREET

NEW YORK 3, N. Y.



No. Am. Accident Gets \$70 Million Life Reinsurance

North American Accident of Chicago which recently took steps to enter the life insurance arena has reinsured the business of Eureka Maryland of Baltimore. This starts North American off with a portfolio of \$70 million life insurance. Eureka Maryland had been owned since 1943 by Farm Bureau Life of Columbus, O.

North American receives assets of about \$13,150,000 in the reinsurance and assumes reserve obligations of \$7,750,000. Premium income on this block of business runs about \$1,370,000.

North American Accident will conduct all its life insurance operations from Baltimore in the Eureka Maryland building.

Supreme Court to Hear Cal. Case on Commerce Issue

WASHINGTON--Having "noted jurisdiction", the U.S. Supreme Court will hear the appeal of F.O. Robertson, California insurance agent, against the people of California involving the California surplus line law.

Robertson charges the California law violates the commerce clause and the 14th amendment to the Constitution. In a statement as to jurisdiction of the Supreme Court, that body has been told grounds exist for appeal because insurance when transacted across state lines is interstate commerce. The California code forbids Robertson from assisting in such a transaction unless the insurer is admitted to write business in California. The California law

requires state consent before anyone can assist an insurer to complete an interstate transaction within California. The insured, one O'Lein, had trouble on account of age in obtaining coverage. He heard about the insurer over the radio, saw its literature, communicated with it in Arizona, and filed application through Robertson, which was forwarded direct to insurer.

California Law Cited

The point is made that the insured had been prohibited by California law from obtaining such insurance because the law under which Robertson was convicted prohibits a foreign insurer or any person in California from assisting in such an interstate transaction, except in the case of a surplus line broker. The latter must be licensed, pay a discriminatory 3% tax, must not write business in a non-admitted insurer, unless there is no admitted insurer in which the risk can be written, or must not write it for a less

premium than it would be written by any California-admitted company.

Appellant does not contend the state cannot regulate insurance, but agrees that decisions in a limited number of cases hold that, where regulation is purely local in its application, the states may regulate. However, it is contended, the California law which prohibits Robertson from assisting a non-admitted insurer in transacting business with a California resident, coupled with the requirements for such admission, reaches out across the state lines and regulates the insurer in the state of its organization and in every state in which it transacts business.

The conditions under which appellant could complete an interstate commerce transaction for the company he represented are that it conform its corporate structure in the state of its existence and its entire method of doing business in every state in which it transacts business to the regulatory provisions of the state of California. Such requirement is in conflict with the U.S. Constitution and within the jurisdiction of the Supreme Court.



"... give the greatest good to the greatest number"

A. Lincoln

Right now many organizations find LNL's Group Insurance Plans—give the greatest good to the greatest number. Employers like the broad coverage and liberal benefits—count on these benefits to bolster their "employee morale." A valuable business asset these days.

Think how quickly you could interest your group prospects in the plans shown below.

FOR GROUPS OF 50 OR MORE INSURED LIVES

Group Life Insurance
Group Accidental Death and Dismemberment Insurance
Group Accident and Sickness Insurance
Group Hospital Expense Insurance
For employees and eligible dependents
Group Surgical Expense Insurance
For employees and eligible dependents

FOR GROUPS OF 25 AND LESS THAN 50 INSURED LIVES

Employee Life Insurance (formerly known as Wholesale)
Including double indemnity

Accident and Sickness Insurance
Hospital Expense Insurance
For employees and eligible dependents
Surgical Expense Insurance
For employees and eligible dependents

FOR GROUPS OF 10 AND LESS THAN 25 INSURED LIVES

Employee Life Insurance
Including double indemnity

CREDITOR GROUP INSURANCE

For Groups of at least 100 new entrants yearly

Its Name Indicates Its Character

The Lincoln National Life Insurance Company FORT WAYNE INDIANA

All-Industry Group Has Sherman Act Subcom'tee

A. V. Gruhn, chairman of the all-industry committee which is studying the S.E.U.A. decision, announces appointment of a subcommittee to study the impact of the Sherman act on all phases of insurance. It is expected the subcommittee's first report will be made to the all-industry committee meeting to be held at the Sherman hotel, Chicago, Oct. 18 and 19, and that their work will be continued thereafter.

The subcommittee consists of Ray Murphy, Association of Casualty & Surety Executives, chairman; Floyd E. Jacobs, American Reciprocal Association; Franklin J. Marryott, Liberty Mutual; Chase M. Smith, Lumbermen's Mutual Casualty; Henry Moser, National Association of Independent Insurers; J. R. Berry, National Board; Felix Hebert, Associated Factory Mutuals; W. Ray Thomas, National Association of Insurance Agents; P. L. Baldwin, National Association of Mutual Insurance Agents, and John M. McFall, United States Fidelity & Guaranty.

START LOS ANGELES WORK

LOS ANGELES--The C. L. U. Chapter announced the program and schedule of classes for the 1945-1946 C. L. U. Institute starting Oct. 22 and ending just before the June examinations, which are to be conducted at University of Southern California. Classes will be held Mondays and Wednesdays.

Dr. Donald Scoles will teach the five sections. He recently completed his work at Wharton School of Finance, University of Pennsylvania, and he has been a fellow of the Huebner Foundation for Insurance Education for two years.

Quality Agent Programs Seen Cutting Net Costs

NEW YORK--A long-range life insurance development that will be watched with interest is the effect on net costs that will result from present trends in selection, training, supervision and compensation of agents. Better agents in general produce business that is better from a mortality and persistency standpoint, and with the prospect of a long period of low interest rates, mortality savings offer the major possibility of lowering net costs.

Lowering of interest rates has not only minimized earnings on investments as a factor in net costs but has tended to level out distinctions between companies in the matter of interest earnings. There is less range in yield among desirable securities and it is more difficult for a company to make a relatively better showing than its competitors by following some special investment philosophy.

Selection Only One Phase

Mortality can be controlled by selection methods but strictness in underwriting must be geared to the quality of a company's field force. Otherwise a company may find it is getting a very high quality of business but that it has such a high rejection rate that its agents are quitting in droves and going to some company that is not so fussy. Hence, coupled with the progressive agency policies that a number of companies are following is the expectation that better mortality and persistency ratios will result.

If mortality can be deliberately improved by improving the quality of the agent it will doubtless be a factor in the competition between the companies that believe in a close degree of home office supervision over agents' operations and those that do not, but place their emphasis on getting the business in the manner that has been generally prevalent for many years.

CORRECTION ON NSLI

The NATIONAL UNDERWRITER stands corrected on a recent statement to the effect that the recent amending of National Service Life Insurance continued the original term premium rate for from five to eight years or to Dec. 31, 1948, whichever was the later date.

As a matter of fact, the three-year extension is automatic as to all policies applied for or issued and in effect by Dec. 31, 1945. As to new policies, the extension could run until 1953. Thus, a policy bought in 1940, the earliest date, and running until 1945, would now run until 1948. Policies applied for in 1945 will run until 1953.

W. F. Shaw, Mutual Life, Retires After 50 Years

Walter F. Shaw, assistant manager of agencies for Mutual Life, retired after a half-century of service. He joined Mutual Life in 1896, in the actuary's department.

Following four years in the actuary's department, Mr. Shaw transferred to the agencies department. In 1922 he was assigned

to field supervisory work, and later was named assistant superintendent of agencies. In 1937, he was appointed assistant manager of agencies.

Mr. Shaw was presented with a bound book of testimonial letters from the agency managers at the meeting of managers in Chicago. A testimonial of his services, signed by the president and other officers, was included.

In New York he was tendered a dinner by the executive officers and the senior members of agencies

department. Julian S. Myrick, second vice-president, was toastmaster. Mr. Hull presented a fishing rod to the honored guest.

A large number of employees honored Mr. Shaw at an open house gathering given by the agencies department. He was presented a traveling clock, barometer and thermometer.

John H. O'Reilly, manager at Passaic, N. J., of John Hancock Mutual Life, is celebrating his 43d year with the company.



Good Golf is a matter of habit

If you play golf you know that those who make golf look the easiest worked the hardest at it at the right time.

They learned the right way to swing a club. They practiced till they gained a "grooved" swing—the habit of doing the right things at the right time.

Here at John Hancock we've learned that the same sort of thing pays out in the selling of life insurance. The agents who make it look the easiest simply

worked the hardest at the right time. They practiced the right selling methods until they became habit.

These men close the most sales with the least effort.



JOHN HANCOCK
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

GUY W. COX
Chairman of the Board

PAUL F. CLARK
President

Eighty-two years of growth
Insurance in force December 31, 1944, \$6,803,793,028

Savings Bank Men of 3 States Hold Parley

The Tri-State Conference on Savings Bank Life Insurance (New York, Massachusetts, Connecticut) was held at Stockbridge, Mass., this week.

At the opening session these questions were discussed:

What promotional methods are now being used and how effectively?

Towards what markets should present sales efforts be directed?

Is direct mail business desirable?

Are our advertising practices sufficiently aggressive?

At another session a talk was given by Judd Dewey, deputy commissioner of Massachusetts Savings bank life insurance, on war risk and aviation riders, and Russell O. Hooker, actuary of the Connecticut department, spoke on current mortality trends.

A plea for better understand-

ing and enlightened cooperation between regular life insurance and the savings bank life insurance system was voiced by H. D. Josephson, general agent of Mutual Benefit Life at New York City in addressing the gathering.

"If we are capable of an honest and intelligent approach to our problems and disagreements," said Mr. Josephson, "perhaps the day will come when you, representing savings bank life insurance, on the one hand, and the life insurance companies on the other, acting individually and jointly, will forget those petty jealousies and do the best possible job for the people of our states. After all, there is no other justification for the existence of either of us."

BANKERS LIFE OF IOWA HAS BILLION IN FORCE

Bankers Life of Iowa has reached \$1 billion of insurance in force. This makes it the largest life company west of the Mississippi, both in assets and insurance in force, and the largest financial institution in Iowa. It climaxes 66 years of steady growth.

Paid-for life insurance of Bankers Life of Iowa for September was \$8,870,000, of which \$4,857,000 was ordinary and \$4,013,000 group. The total was \$1,063,000 higher than for September, 1944. Paid-for in the first nine months totaled more than \$86 million.

Insurance in force Sept. 30 was \$998 million, an increase of nearly \$63 million for the year to date.

North in Des Moines

William B. North, Chicago agency director of New York Life advised the Des Moines association: "Don't let your mental clock run down." He told his hearers they can "wind their mental clocks by taking inventory

occasionally and reselling themselves on the importance of the job they are doing and the service they are rendering. Frank L. McCormick, Equitable of Iowa, association president, paid tribute to the late Claude Fisher,

veteran Connecticut Mutual general agent.

E. Roland Harriman, a partner of Brown Brothers Harriman & Co., has been elected a trustee of Mutual Life.



★ WE HAVE NEVER BEEN OVERLY SOLD ON THE VALUE OF CLASSIFIED ADS IN RECRUITING, BUT NOW WE ARE HEARING SOME MARVELOUS STORIES.

*** ONE GENERAL AGENT told us that a brief blind classified ad brought 72 inquiries. An excellent return, but the best of the story is that when he wrote a note inviting an appointment to discuss life insurance work, almost 50 replied affirmatively.

TWENTY YEARS AGO, an affirmative reply of 10 or 12 would have been excellent. Certainly life insurance and the life underwriter have vastly improved their position in the public eye.

IT IS ALSO EVIDENT that at the moment, many men are vocationally disturbed and that more than ever they are seeking opportunity as well as security. This condition may change as the industrial picture takes shape.

*** WHATEVER YOUR METHOD OF RECRUITING MAY BE, CERTAINLY NOW IS THE TIME TO STRIKE THE IRON AGAIN AND AGAIN.

PAUL SPEICHER
Managing Editor
THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

OPPORTUNITY

The Pan-American Life Offers:

- A complete line of Policies on Participating and Non-Participating Plans.
- One of the most liberal Agency Contracts in America—Commissions plus cash allowances.
- A Recruiting Plan and Special Training for New Fieldmen.
- A New System, relieving General Agents from detailed Agency Accounting.
- Attractive and Effective Sales Aids and Policy Illustrations.
- Prospects for Insurance furnished through a Proven System.

Correspondence invited with men not at present connected.

Address:
CHARLES J. MESMAN, Superintendent of Agencies
Pan-American Life Insurance Company
 New Orleans U S A
CRAWFORD H. ELLIS, President **EDWARD G. SIMMONS**, Executive Vice President

It would be a courtesy to the NATIONAL UNDERWRITER if you will mention the name of this publication when replying to the above advertisement. Pan-American Life Insurance Company.

We Believe

- ★ 1) That the work of the professional life underwriter is of inestimable importance to the public well-being, and that the most valuable financial counsel can emanate only from the most capable of underwriters.
- ★ 2) That a life underwriter should be allowed to work largely according to his own individual talents and methods—that only through his personal initiative and ambition, backed by sympathetic Home Office and Agency cooperation, can any man attain his maximum proficiency.
- ★ 3) That the members of our field organization derive both pleasure and profit from their association with us because we do not strive to regiment them or fit them to some inflexible pattern.

— Splendid agency opportunities are now available —

AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis

National Fidelity to Double Capital

KANSAS CITY—Directors of National Fidelity Life have recommended a stock dividend of 100%, and a stockholders meeting has been called for Nov. 27, to act upon this recommendation. If the action is approved, the capital structure will be increased from \$100,000 to \$200,000 by issuance of an additional 30,000 shares of \$2 par value stock. The funds will be transferred from surplus.

The management states that business and assets have increased to the point where additional capital is necessary to maintain appropriate ratios. Also, the new capital will meet the minimum requirements for both a life and health and accident business in all of the states in which the company now operates. Earnings over recent years have created sufficient surplus to support the change and still maintain the proper balance between capital and surplus.

Inadequacy of Average Family's Life Insurance Accentuated by Price Rise

HARTFORD—Financial standards of family protection, and particularly the amount of life insurance carried, must be reappraised for their adequacy in view of the upward change in the price level during the war, Holgar J. Johnson, president Institute of Life Insurance, declared.

Prices in general have risen about a third during the war, as measured by government figures, Mr. Johnson stated, and are unlikely to go back to pre-war levels in the foreseeable future. Latest figures, he pointed out, show that the average American family has \$4,500 in life insurance protection. Such an amount, he added, was inadequate for the average family at pre-war prices, and its inadequacy is accentuated by the rise in the price level.

The long-term price trend has been upward as far back as records are available and this trend is always accentuated by wars. The full employment philosophy, with its implications regarding mass incomes and general purchasing power, in itself suggests permanently higher business and production costs all along the line, Mr. Johnson pointed out.

Suggests Civilian Payroll Deduction for NSLI

Lt. J. Russell Townsend, Jr., of the navy who, in civilian life is with his father's agency of Equitable Life of Iowa at Indianapolis, makes public a letter he has sent to veterans administration recommending that the salary deduction method of payments on Government Life insurance and National Service Life insurance be made eligible for introduction in business organizations that have 10 or more insured veterans.

Lt. Townsend points out that service personnel has become accustomed to paying for NSLI through allotments from pay and many individuals may be expected to discontinue their insurance when confronted in civilian life with inconveniences and difficulties connected with making monthly remittance by mail to V.A.

Lt. Townsend said he understood that V.A. has approved salary deduction plans for Government Life insurance written during World War I in several large, national organizations, but that in the aggregate a relatively few veterans are enabled to use such a program. The salary deduction method, he suggests, should be extended on a much more widespread basis.

Johnson Indianapolis Manager

Eugene R. Johnson has been appointed manager at Indianapolis for

Acacia Mutual Life. He takes the place of Perry Meek. Mr. Johnson has been unit manager at Kansas City. Mr. Meek recently recovered from an illness and desired to be relieved of managerial responsibilities.

Great-West Life's In-Force Passes \$900 Million Mark

Total insurance in force of Great-West Life has just passed the \$900 million mark, and in the United States alone the company now has more than

\$270 million of business in force, approximately 30% of the total.

The company has shown a gain of \$100 million of business in force in the last 16 months. The growing importance of the company's United States business is shown by the fact that more than \$61 million of this amount came from its United States operations.

L.A.A. Elects 3 New Members

Three new members have been elected to the Life Insurance Advertisers Association, according to Joseph

B. Treusch, chairman of the membership committee. They are Leighton A. Beers, agency supervisor Protective Life, Birmingham; William R. Goode, agency assistant Provident Life & Accident, and John S. Romig, Provident Mutual Life.

Thomas G. Dickinson, 61, superintendent of Prudential at Racine, Wis., died there. A native of Racine, he became associated with Prudential about 40 years ago.

Continental American leads again!

by offering an exclusive plus
in
JUVENILE CONTRACTS
Change-of-Plan Option



"Change-of-Plan Option," one of the outstanding features of extra protection of Continental's adult contracts, is also contained in its Juvenile policies. The Change-of-Plan privilege permits Endowment and Limited pay policyholders to reduce their premiums below Ordinary Life Premiums as of the original age—regardless of health or insurability.

Of course, Continental American Juvenile contracts possess the usual attractive provisions: (1) *A Payor Provision* providing, in case of the death or total and permanent disability of the Applicant before age 60, for the waiver of all future premiums required by the contract up to the time the child is age 25. (2) *An Automatic Applicant Ownership Clause to Age 21* when the ownership of the policy reverts to the Insured.

Look to Continental American for leadership in policies that sell.

Johnny Morgan Discovered the Value of Change-of-Plan (A case history which shows the advantage of this provision)

When Johnny was a young lad eight years of age, his father bought him a \$5,000 Juvenile 20 Pay Endowment at Age 65 Contract, with an annual premium of \$116.35. Johnny's father looked upon Juvenile Insurance as a means of instilling in his son the habit of thrift and purposeful saving and also as an opportunity of giving him the advantage of a lower premium rate than he could ever obtain for himself later.



Fifteen years later Johnny, at the age of 23, was planning marriage and increased responsibilities. What he needed from his life insurance now was not high savings and high cash values but high protection value and low premiums. By using the unique Change-of-Plan option contained in his Juvenile 20 Pay Endowment at Age 65 policy, Johnny was able to change his policy, without medical examination, to the Ordinary Life plan at the extremely reduced annual premium of \$19.65, less than \$4.00 per \$1,000. Thus, Johnny kept his full \$5,000 of protection and retained all the cash value previously accumulated, while at the same time decreasing his annual premium outlay far below the Ordinary Life Premium for his original age.



CONTINENTAL AMERICAN LIFE INSURANCE CO.

WILMINGTON, DELAWARE

A. A. RYDGREN, President

M. S. BELL, Vice President

Time for Action in Agency Building, Burnett Declares

DETROIT—Too many general agents and managers have coasted, insofar as agency building is concerned, during the past four years and must awaken to the fact that the time for vigorous action is right now, H. T. Burnett, vice-president Reliance Life, told the Associated Life General Agents & Managers of Detroit in an address "No More Postwar Planning—Action!"

Both manager and salesman have been making plenty of money during the war years, with business easy to write, which results all too frequently in going soft on the job. There are plenty of refresher courses available for returning veterans, and perhaps similar courses for coasting managers would be a good thing, Mr. Burnett observed.

Fundamentals Still the Same

The fundamentals of agency building are exactly the same as they have always been and will always be, but the need for building today is vital. To illustrate how an agency organization dwindles, Mr. Burnett said he checked a 1933

Pittsburgh Life Underwriters association directory which listed 106 members of his old agency there. Of these men, only 22 are in that agency today. Of the balance, 43 left the business, 18 have retired or are in suspense because of age, 12 have died, five have had their contracts terminated for cause, five have been promoted to other agencies and one was transferred to another state. This tearing down process is continuous and requires a continuous recruiting to offset it, he emphasized.

What Can Be Done

On the other hand, the experience of the Detroit agency, which has carried on a vigorous recruiting program during the war years, shows graphically what such a program can accomplish. In 1944 this agency paid for 102% more business than in 1942, 78% of its total volume this year to date having been secured by men hired within the past six years. Nine of the 10 agency production leaders were hired during the past two years. None of these men had ever written a

dollar's worth of insurance prior to their connection with the Reliance agency.

"What is your agency morale today? It should be absolutely top notch. Where can you find prospects? They say that 75% of the success of the salesman in this business is prospecting; if this be true, then at least 85% of the success of the manager lies in satisfactory prospecting for new agents," he observed.

Gets Names from Agents

When Mr. Burnett was managing an agency, at least 90% of his new agent resulted from recruits suggested to him by his own agents. "How? I paid them for this work. Otherwise when an agent comes to you with a prospective new man, you are placed under an obligation to that agent, and that is bad. How much to pay them for names? That is up to you, but by all means make it worth their while to bring you prospects.

"Paying for names, however, is not sufficient by itself. You must go farther than that. I gave an agency luncheon once a month at which our agency plans were discussed. I pointed out that my ambition was to have the largest agency in the city and I sought their cooperation to this end, pointing out how much prestige it would give us all to be outstanding.

"Once each month I made it my business to talk with each man in the agency about anyone whom he knew who might make us a good agent, and each of the out-of-town agents received a card along the same line. I always pointed out that we needed one more good man. Good names can often be secured even from agents who themselves are passing out of the picture. As an example, we secured three good agents on recommendations of one poor agent and these three good ones have produced more than \$20,000,000 for us.

Asks for Suggestions

"If you can persuade your agents to end every interview with the statement that they are getting along so well in the insurance business that the company has asked them to get a man to assist them and suggest that maybe the prospect can think of a good man for the job, the results will amaze you. A 50-second sales talk of this nature will produce surprisingly. Perhaps you can get your agents to try it for a month as an experiment, and then if they are paid for the names, they will feel like keeping it up," Mr. Burnett said.

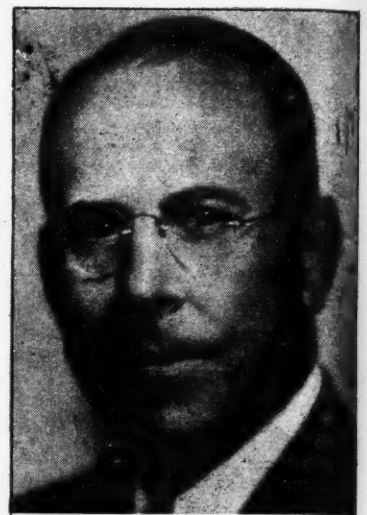
In his former Pittsburgh agency, during a trial period of this sort, Mr. Burnett's agents were taught a 50-second interview closer of this nature and the men gave it 1671 times. They secured 417 names by so doing which resulted in 297 interviews, out of which 17 men were hired. "If you can persuade just one man in your agency to do this with each interview, you will, on a basis of the law of averages, hire eight men in a year from this source alone."

Must Have Regular Plan

Managers must be convinced of the vital necessity for agency building, they must realize that new men can be obtained, they must work out a recruiting plan that works for them—and then must follow through continuously. It is vital, too, to have a definite talk worked continuously. It is vital, too, to have a definite talk worked out to sell the best of the prospective agents into the business. Too often a manager who can sell insurance very successfully flounders when trying to sell new agents into the business. A carefully worked out sales talk for new agents is just as essential as a well-prepared sales talk for the underwriter.

INSURANCE INSTITUTE MEETING

The annual meeting of the Insurance Institute of America is scheduled for Oct. 23 at a luncheon at the Drug & Chemical Club, New York.



H. T. BURNETT

PRUDENTIAL GROUP PERMANENT PLAN

A. S. Carstens, who was formerly group manager for John Hancock in Detroit and is now consultant on group and pension plans, recently placed the first group permanent plan in the country for Prudential on the employees of Rotary Electric Steel Co. of Detroit.

This plan was designed through the cooperation of the employer, local 1357 of United Steel workers of America, C. I. O., and Mr. Carstens representing the Prudential, employees and employer.

The policy provides life, accident and sickness protection and hospital and surgical expenses. Dependents are included in the provisions for hospital expenses and surgical reimbursement.

Life insurance is provided according to a specified schedule under a master contract. The total insurance is always equal to that provided in the schedule, but the employees' contributions are applied to purchase paid-up insurance. Upon termination of employment the worker will have the right, if he chooses, to surrender such paid-up insurance for its cash value.

The policy provides for life insurance of \$1,500, accident and sickness benefits of \$21 a week, hospital room and board daily payments of \$6 and maximum surgical payments of \$150 for all employees earning \$35 a week or more. For those whose wages are below that figure, all payments will be the same except the accident and sickness weekly benefit which will be \$10.50; \$4 a day will be allowed for hospital room and board and \$75 maximum surgical payments for dependents.

PHILA. LIFE STOCK DEAL

Insurance shares Corp. is selling 16,000 shares of Philadelphia Life to William Elliott, a director of the latter company for \$144,000. SEC has granted exemption of the sale from provisions of the Investment Company Act.

Aetna Life has resumed writing accident and health on civilians traveling to any part of the world.

PEOPLE EXPECT FRIENDLINESS AS WELL AS HONESTY FROM BUSINESS FIRMS WITH WHOM THEY DEAL

The drastic changes in these times have not changed the spirit of friendliness of this Company towards its policyholders and with its field underwriters.

It still holds to a policy of sincere, helpful service rendered in a true spirit of friendship.

Over Quarter Billion Insurance in Force.

THE OHIO NATIONAL
LIFE INSURANCE COMPANY

CINCINNATI, OHIO



Award Trophy to Chicago Managers



Freeman J. Wood, Lincoln National, was elected president of the Life Agency Managers of Chicago at the annual meeting. He succeeds Byron C. Howes, Berkshire Life.

A feature of the annual dinner was presentation of the "Manager's Magazine" trophy cup sponsored by Sales Research Bureau and the National Association of Life Underwriters general agents and managers division. In the picture, P. B. Hobbs, Equitable Society, vice-president National association (center) is presenting the cup to Mr. Howes while Mr. Wood seated, registers pride. Permanent possession now goes to the Chicago group because of winning the cup twice previously.

John M. Caffrey, John Hancock, becomes vice-president, having been secretary-treasurer, and W.

B. North, New York Life, takes the latter post.

Mr. Hobbs announced the Life Managers Nov. 13 will be hosts at a dinner in the Edgewater Beach hotel to visiting Life Agency Officers and executives and members of the Sales Research Bureau who will be there at their annual joint meeting.

New members of the Chicago Life Managers board elected are George Huth, Provident Mutual; W. C. Peck, Reliance, and Robert W. De Pau, Jr., Prudential; holdover members are Woolf Guon, Metropolitan; J. F. Ramsey, and R. R. Reno, Jr. Equitable Society. Inscribed gavels were presented to Mr. Howes and to J. D. Moyaahan, Metropolitan, immediate past president Chicago Association of Life Underwriters.

Not only the sales idea but practical help in following through . . . U.C. agents get both!



Here's an example of what we mean

HOW to build a personal estate in spite of current low interest returns and high income taxes is a *sales idea* for any insurance agent. It's a *hot idea* for Union Central agents.

They have it boiled down into a brochure that's concise, clear, persuasive. Not only that. With 15 pieces of thought-stimulating direct-mail material they can shell the classified prospects in their respective markets quickly, effectively, economically. They say *who*; the company does the work.

Sales ideas *plus* practical help in follow-through gets prospects and agents *together*, saves time, results in more business. That's why Union Central is known as "an agent's company" . . . is also why U.C. agents do so well.

Grace Period in Group Policy at Issue in Ohio

COLUMBUS - Advised that the Ohio department intended to withdraw approval of its group life policy, John Hancock Mutual Life has brought suit to enjoin the department from interfering with issuance of the policy. A temporary restraining order was granted.

The question at issue is grace periods. The attorney general advised the department that the parties to a group insurance contract are forbidden by law to terminate a policy without giving an additional 30-day grace period for payment of premiums.

The company holds that the grace period is merely a provision extending for 30 days the time in which premiums must be paid and does not prevent the parties to the contract from terminating it by agreement at any time they see fit.

Company Men May Solicit, Not Close Mich. Business

LANSING, MICH.--Salaried employees or officers of insurers licensed in Michigan may solicit insurance or help in soliciting

business even though they are unlicensed as agents, Commissioner Forbes has been advised by the attorney general's department. They may not, however, actually close insurance contracts.

The commissioner asked specifically "whether or not it is lawful for any insurer to write, place or cause to be written or placed, any contract for indemnity or insurance...from any source...than through an agent duly licensed by the department...to represent the insurer accepting the business" and whether "an officer or salaried employee of an insurer (may) solicit insurance or aid in the solicitation of insurance without being licensed as an insurance agent. The attorney general's opinion holds that, while no insurance actually may be placed except through a licensed agent, "an officer or salaried employee may solicit...or aid in solicitation of insurance without being licensed as an agent but the insurance must be written or placed through a licensed agent."

GA. DEPUTY RESIGNS

William R. Mitchell, deputy insurance commissioner of Georgia has resigned to go with the United National Insurance Association of Atlanta as soon as his successor is appointed.

The UNION CENTRAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

Over \$500,000,000 in Assets

EDITORIAL COMMENT

Effect of Universal Military Training

If plans for universal military service in this country should be adopted the effect on the life insurance business might be quite different from the ordinary peacetime situation. Presumably the government would continue to make some sort of insurance program available. This would mean that virtually all young men would be subjected to an indoctrination in the value of life insurance and encouraged to buy.

Whether the result of this would be the purchase and retention of a fairly high average amount of coverage or whether it would be lapsed as soon as the soldier left the army is difficult to forecast. The latter course seems to be

what most of the recent war's soldiers and sailors are doing but it may be that current efforts to make National Service life insurance more attractive will succeed well enough to keep much of it in force after demobilization.

Conceivably young men going through a military training program might become so sold on life insurance that they would not only buy it but keep it after completing their training. If they could realize what a bargain they were getting they might well retain their government insurance to an extent that would keep many of them out of the regular life insurance market for years and perhaps permanently.

PERSONAL SIDE OF THE BUSINESS

Republic National Life honored two staff members at a meeting of home office employees. Theo P. Beasley, president, presented gifts to Dr. Donald G. Kilgore, company medical director since its organization in 1928, and to Helen Braden, secretary to the president and assistant secretary, who has been with the company for 15 years. Representing company officers and personnel, M. Allen Anderson, first vice-president and director of agencies, presented a gift to Mr. Beasley.

Lt. Col. C. Clarence Neslen, former Utah commissioner, who received multiple skull fractures in an automobile crash near Pocatello, Ida., in addition to other injuries, is now reported out of dangers. Mrs. Marba C. Josephson, whose husband, Newel P. Josephson, a well known local agent, died from injuries several hours later, is also reported to be doing as well as could be expected. Mrs. Neslen was instantly killed in the collision.

C. V. Starr of American International Underwriters and U. S. Life has gone to Manila and Shanghai to confer on post war trade with the far east and insurance needs. A. I. U. began providing insurance directly after liberation of those two cities.

Many Seattle life insurance men and other friends honored Walter Hoefflin, general agent there of Pacific Mutual Life, on his 40th anniversary in the business. Dwight Mead, general agent of Pacific Mutual's accident and health department at Seattle, himself a

veteran of over four decades with the company, was host and master of ceremonies. Speakers included Commissioner Sullivan, John J. Cadigan, president New World Life; J. P. Mulder, manager of Mutual Life; C. J. Frisbie, New England Mutual, and Howard R. Henderson, Massachusetts Protective.

Southern Farm Bureaus to Form Life Company

A number of farm bureaus in the southern states are considering plans for the formation of a life company, to write business on members of 12 southern farm bureaus, which would be known as Southwide Life Insurance Cooperative, with \$300,000 capital.

Nothing has been decided as to when or in what state it will be incorporated. It is understood that a steering committee, representing the various states, will meet soon in Nashville to decide on the procedure to be adopted.

State farm bureaus in a number of states have sponsored fire, casualty and in a few cases life companies, but this is believed to be the first joint move along that line.

YATES, CURRY TO SPEAK

The San Francisco General Agents & Managers Association will hear John V. Yates, Massachusetts Mutual, and Forrest J. Curry, Penn Mutual, speak Oct. 22 on activities which have made their agencies leaders.

BOSTON LEADER DIES

BOSTON—Boyd L. Cook, associate general agent here for Columbian National Life, a former president of the Boston Supervisor Club and a director of the Boston Life Underwriters Association, died after an illness of several months.

He started with Travelers and at one time was Boston manager. He had also seen service with Aetna Life.

Dr. Robert H. Feldt, 36, assistant medical director of Northwestern Mutual Life, died at a Milwaukee hospital after a short illness. He was graduated from the medical school of Northwestern University and went to Milwaukee in 1935.

Laurence Flitcraft, 64, formerly head of the predecessor of Flitcraft, Inc., publisher of the "Courant" and other life insurance books and magazines, died at his home in Fort Lauderdale, Fla. He was formerly editor of the "Courant." He was a brother of Clement B. Flitcraft, head of the publishing firm. He has lived in Florida for more than 12 years.

James Rutherford, N. A. L. U. executive vice-president, spoke at Richmond, Va., on "Social Security."

Shope "Ad" Head Equitable Soc.

Equitable Society has appointed Leslie R. Shope as advertising manager. A colonel in the army air force, he recently returned from the South Pacific where he served as director of public relations for the army three years and was air center commander for New Caledonia. Prior to the war he was supervisor of sales promotion for Equitable Society.

GERHART RETURNS

Charles C. Gerhart has returned to New York Life as agency director of the Murray Hill branch in New York. He had been in the navy 42 months and for some time was operations officer, naval air field in the Admiralty Islands. Most recently he had been at headquarters of the third naval district.

MADDOX IN A.B.A. POST

N. Baxter Maddox, vice-president and trust officer of the First National Bank of Atlanta, formerly general agent there of Connecticut Mutual Life, has been appointed chairman of the committee on relation with life underwriters of the American Bankers Association trust division.



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CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, W. A. Scanlon, and A. S. Cutler, Associate Managers. L. N. Yellowless, Advertising Manager.

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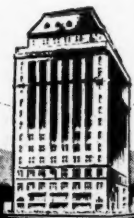
SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Pacific Coast Manager. Miss A. V. Bowyer, Pacific Coast Editor.

CAL-WESTERN ISN'T LETTING DOWN THE BARS



California - Western States Life heartily endorses the Life Insurance Sales Research Bureau Agency Management Committee's "Statement re Postwar Manpower." *Present agency forces must be enlarged, but the present high quality of agent must also be maintained.*

Men and women who can qualify as field associates are given the company's copyrighted "You Incorporated" training course. The training is based on the T. W. I. method and administered by Cal-Western managers skilled in the use of T. W. I. training technique.



**California
Western
States
Life
Insurance Company**

HOME OFFICE SACRAMENTO

DEATHS

Former Mo. State Agency Head Dies

John J. Moriarty, who was best known in the life insurance business as vice-president and director of agencies of Missouri



State Life, died of a heart attack at Los Angeles, the day before he reached his 62nd birthday. Since 1942 he had been president of Sunset Life and Sunset Casualty of Olympia, Wash. Mr. Moriarty was affectionately regarded by the Missouri State agency organization and by his agency executives throughout the country and much sympathy was felt for him in his valiant efforts to hold the Missouri State agency organization together when the company was crumbling and was being attacked and one expose was following another.

Mr. Moriarty was born at Chat-ham, N. H. and was educated in the Hartford schools. In 1899 he joined the old Hartford Life & Annuity and moved into Missouri State when that company reinsured Hartford L. & A. He became agency secretary of Missouri State and in 1927 was elevated to vice-president in charge of agencies. During its prosperous years Missouri State had a battery of talented managers and general agents and Mr. Moriarty was one of the most popular agency executives in the country. He continued with General American Life as chief agency executive until 1933 when he became vice-president and head of the agency department of American Mutual Life. Later he went with Occidental Life of California as general agent at Cedar Rapids and then in 1942 joined the Sunset companies.

Mr. Moriarty was secretary of the agency section of American Life Convention in 1932-33 and chairman the next year. The following two years he was chairman of the agents and agencies committee of A. L. C. He was at one time a member of the executive committee of the Life Agency Officers Association.

Charles A. Wade, retired veteran of Metropolitan Life, died at his home at Pottsville, Pa.

Life Insurance is reconverted and ready



The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



HOME OFFICE
NASHVILLE NATIONAL BLDG.
TENNESSEE

in his 93d year. His extreme age prevented recovery from an injury sustained in a fall.

In 1889, Mr. Wade started with Metropolitan in a New York City district. The following year he was promoted to the deputy superintendent, now assistant manager. In 1897 he was promoted to superintendent, now manager, at Pottsville, and continued there until his retirement from active service in 1929. Mr. Wade was past president of the Metropolitan Veterans Association, and the company's oldest retired veteran.

A son, Charles, Jr., is with Metropolitan in the auditing division.

Frank Mikkelsen, 60, comptroller of Washington National, died suddenly from a heart attack. He joined Washington National in 1917 as auditor and was made comptroller in 1938.

Claude Fisher, 68, general agent in Des Moines of the Con-

necticut Mutual Life for almost 40 years, died there from a heart ailment.

He was senior general agent of the company, in point of service. Before going to Des Moines in 1908, he lived at Creston, Ia., where he joined the company in 1898.

In recent years, his son, Sherry, has been associated with him in the general agency.

U. S. Life Sets Up Latin-American Section

The United States Life has brought Alfred H. Winston, former manager of the company at Havana, to the home office in New York as agency assistant in order to organize a Latin-American division. Mr. Winston's arrival in New York followed upon the return of Richard Rhodebeck, vice-president and director of agencies, from a two months circuit of Latin-American offices and general agencies.



Our Agents Know

OUR SALES are made by them, a fine, capable, full time agency organization doing one of the largest businesses in the Non-Cancellable Accident and Health field.

THEY KNOW that we have growing and improving life insurance equipment and sales in all the 48 states, the District of Columbia and Hawaii.

THEY KNOW that we have a claim service and reputation of the best, all founded on exceptional financial strength.

THEY KNOW that this all adds up to the fact that they are a part of a growing, progressive organization.

THE *Paul Revere*
LIFE INSURANCE COMPANY
OF WORCESTER, MASSACHUSETTS
J. HARRY WOOD, Executive Vice President

LIFE AGENCY CHANGES

Conn. Mutual Opens 4th Chicago Unit

J. Milton Edelstein, prominent Chicago agent and member of the Million Dollar Round Table, has been appointed at Chicago by Connecticut Mutual Life.

Mr. Edelstein is a native of Utica and attended Syracuse Uni-



J. MILTON EDELSTEIN

versity, Albany Law School and New York State Teachers College. After several years in other lines of business, he entered life insurance in 1939, in Utica. He produced \$250,000 his first year and doubled it the next year. Three years later he went to Chicago with the Hughes agency of Massachusetts Mutual Life and the following year qualified for the Million Dollar Round Table. He has specialized in pension trusts, estate analysis and business insurance.

He served in the Navy as an instructor in Gene Tunney's athletic division and went with Connecticut Mutual after his discharge in August.

With his appointment, the company establishes its fourth general agent in Chicago, the others being Louis J. Fohr, Zimmerman & Hunken and James G. Hill. Mr. Hill recently resigned for reasons of health, and his successor has not yet been announced.

Offices have not been secured yet.

Fargo and Walters Named as Brokerage Supervisors

C. A. Fargo and Lester F. Walters have been appointed brokerage supervisors by Henry C. Hunken, co-general agent of Connecticut Mutual in Chicago.

Mr. Fargo attended St. Louis University and then became an agent of Aetna Life. More recently he has been supervisor in Chicago for Occidental Life of California and then for the Bruce

Parsons agency of Mutual Benefit.

Mr. Walters is a newcomer to life insurance, but his father, Lester Walters, for many years has been with Travelers in Chicago. He recently went through a home office training school and placed fourth among the graduates.

Fox, Miller, Snowden Shifted by Metropolitan

Carl J. Fox, formerly assistant manager of Metropolitan Life at Wilmington, Del., has been appointed manager of the Dover, Del., district and the branch office at Easton, Md. He succeeds John H. Miller, who has been transferred to Salisbury, Md., as manager. Robert L. Snowden goes to Red Bank, N.J., as manager.

Prior to joining Metropolitan in 1934 Mr. Fox was associated with S. S. Kresge Co., as manager of a store.

Mr. Miller succeeds George W. Bahlke, who was transferred to Homewood district at Baltimore. Mr. Miller started with Metropolitan at Philadelphia in 1919. In 1925 he was promoted to assistant manager at Camden, N.J. Later he was assistant manager at Burlington, N.J., then agency sales instructor for Atlantic coast territory in 1934. He became manager at Dover in 1935. He was chairman of the Dover war price and rationing board.

Mr. Snowden was formerly field supervisor for Atlantic coast territory, succeeding Albert F. Graulich, who went to the Raritan Bay district, Perth Amboy, N.J. Mr. Snowden has been with Metropolitan since 1929, starting in New Rochelle, N.Y. In 1931 when he went to Pittsburgh, became assistant manager at Johnstown, Pa., and then advanced to field training instructor of the great eastern territory.

Mr. Snowden's grandfather was a medical examiner for Metropolitan for 36 years, his father for 26 years, which, with Mr. Snowden's present 16 years of service, makes a total of 78 years of Metropolitan service in three generations of the family.

Hoefflin, Jr. Manages Life for Alexander & Alexander

LOS ANGELES--Walter R. Hoefflin, Jr., has been named life department manager for Alexander & Alexander, general insurance firm. He has been in defense work. Previously for nine years he was with Pacific Mutual Life, and then was supervisor for the Phineas Prouty, Jr., agency of Connecticut Mutual Life here. He is past president Los Angeles Life Supervisors Association, and is a son of General Agent W. R. Hoefflin of Pacific Mutual at Seattle.

WALLEN AT VINCENNES

Farland Wallen, associate manager in Indianapolis for Western

& Southern Life, has been promoted to manager at Vincennes, Ind. He has been connected with the Indianapolis district for six years and will be succeeded there by M. K. Hasty, agent in the district for three years.

Paul S. Miller Named Equitable Society Mgr.

Paul S. Miller, formerly executive secretary of the Pennsylvania Association of Life Underwriters, has been named district manager for Lancaster and Lebanon counties by Equitable Society. He has been with the company at Harrisburg since earlier this year. He entered insurance in 1930 at Harrisburg and subsequently served at Omaha, Cleveland and Philadelphia. He was the first president of the Omaha Life Agency Cashiers Association. He just completed a term as president of the Optimists Club of Harrisburg.

NEW AMERICAN NATIONAL MANAGERS

Ray H. Patterson, has become ordinary manager of American National at Kansas City, succeeding L. M. Ewan, who will devote his full time to his personal clientele. Mr. Patterson was formerly for several years with State Mutual Life.

Clarence W. Mathews has become manager at Beaumont, Texas. He entered the business 20 years ago as an agent for American National at San Antonio. For the past two years he was agency manager at Beaumont for Capitol Life.

TRAVELERS FIELD ASSISTANTS

Charles Moxhay and Roger G. Wentworth have been appointed field assistants of the life department in Travelers 55 John Street office in New York and Glenn M. Brooks to a similar position in Dallas.

Commissioner Garrison of California has been notified life companies doing business in the state that hereafter all agents' licenses will be issued for three years. An amendment to the insurance code gave the commissioner discretion to issue licenses for periods up to four years. He has told the companies to make applications for renewal of agents' licenses between November 1 and January 1 but requests prompt action to avoid a congestion at the end of the year and penalties. After the 1946 licenses are issued for three years, the agents must annually send in a form to be known as intention to keep the license in force.

GEORGE T. VANDERSLICE

George T. Vanderslice has been appointed general agent at Paris, Tex., for General American Life. He entered Life insurance in 1941 and has been assistant superintendent for American National. In 1942 he placed 10th in production in that company. He attended Texarkana College.

At the time of his appointment, he was membership chairman of the Texarkana Association of Life Underwriters.

REPUBLIC NATIONAL CHANGES

Republic National Life has appointed Paul E. Little as general agent at Beaumont, Tex.

D. E. Singleton has been named general agent at Lufkin, Tex.

MARTENS TO PROVIDENT MUTUAL

Henry C. Martens, recently released from the marines, has been named western Michigan supervisor for Provident Mutual Life at Grand Rapids, associated with Ned Bomers, district agent. He was formerly general agent of Provident Mutual in St. Paul.

CAL.-WESTERN MEN

California-Western States Life has appointed Richard H. Swann

unit manager of the Houston agency and has named John R. Hills of Reno Nevada general agent.

Mr. Swann has been in the business 20 years, as agent, general agent and home office supervisor. Mr. Hills has been in the business many years, the past year and a half in Reno.

HORD NAMES R.D. DAVIS AID

Lorin Hord, Minneapolis general agent of New England Mutual, Minneapolis has appointed Robert D. Davis agency assistant in charge of brokerage business. For the past six years Mr. Davis has been associated with New England Mutual, and for several years before that with White & Odell agency of Northwestern National. He is a district director of the Minneapolis war chest campaign.

MURRELL BROTHERS BACK

Capt. Thomas G. Murrell, and Col. Weymouth L. Murrell, general

agents of Mutual Benefit Life for California, have been released to inactive duty.

W. L. Murrell plans to spend most of his time in Los Angeles while his brother will devote most of his efforts to San Francisco.

CORRECTION AS TO AMES,

BESSER

In the Sept. 28 edition, page 13, in the article reporting the appointment of Edward B. Ames as manager at Newark of Phoenix Mutual Life and of Russell W. Besser as assistant manager of the New York Atwel agency, the captions under the pictures were transposed, and Mr. Ames was incorrectly identified as being Mr. Besser and vice versa.

ROTHERMEL REJOINS AGENCY

Charles T. Rothermel, Jr., nephew of Sam. A. Rothermel, partner in the Moore, Case, Lyman & Hub-

QUIZ-

WHAT WELL-KNOWN

LIFE INSURANCE COMPANY

Q- REACHES ALL INCOME GROUPS WITH BOTH A DAILY AND SUNDAY COAST-TO-COAST RADIO PROGRAM?

ADVERTISES IN NATIONAL MAGAZINES READ BY OVER 21 MILLION PEOPLE?

HAS MODERN, UP-TO-DATE LIFE INSURANCE PLANS TO FIT THEIR EVERY NEED?

A- ALL PRUDENTIAL UNDERWRITERS KNOW THE ANSWER.

THE PRUDENTIAL

A MUTUAL LIFE INSURANCE COMPANY



INSURANCE COMPANY OF AMERICA

HOME OFFICE . . . NEWARK, N. J.

bard agency of Chicago, has returned after 24 years in the army and has gone with the life department associated with R. B. Kegley, manager, in sales and supervision work. The agency is general agent of John Hancock Mutual Life. Mr. Rothermel has been a first lieutenant in the army air force stationed in administrative work at Louisville. He was with the agency before entering service, for eight months after attending Dartmouth.

MILLER TO LOS ANGELES

L. E. Miller has been appointed associate manager of Sun Life of Canada, in Los Angeles. He has been Minneapolis manager.

NEW YORK

DONALDSON SHIFTED

T. Byron Donaldson has been appointed assistant manager of the Times Square ordinary agency of Prudential in New York City. Mr. Donaldson started as an industrial agent in 1933, became assistant superintendent and then

superintendent of a Prudential branch. His experience in going out on interviews with agents will enable him to render valuable assistance to brokers with whom he will work.

Harold A. Loewenheim has been named assistant manager of the John H. Evans agency of Home Life in New York. He has been an agency field assistant at the head office. He graduated from Princeton in 1932 and has been a life insurance man ever since.

COMPANIES

U. S. LIFE IN BUREAU

United States Life has been admitted to membership in the Sales Research Bureau. Richard Rhodebeck, vice-president and director of agencies, has been designated official bureau contact.

NATIONAL LIFE TRAINING SCHOOL

Nine representatives took part in the first of a series of home

office training schools at the home office of National Life. This is part of a plan to cooperate with general agents in the development of a limited number of career men. The schools are under the general supervision of Francis L. Merritt, assistant superintendent of agencies. J. Edward Deutsch is in direct charge of agents' training.

NEW LIFE COMPANY IN NEVADA

Western American Life of Reno, Nev., is now operating as a stock legal reserve company with \$125,000 capital and \$100,000 net surplus. It is written ordinary life insurance and accident and health. Noble H. Getchell is president; Sam H. Emerson, vice-president, George B. Thatcher, secretary and superintendent of agencies.

Mr. Emerson was the organizer of United Services Life of Washington, D. C.

FRANKLIN LIFE ENTERS N.M.

Concurrent with Franklin Life's entry into New Mexico, Harold E. del Castillo, formerly co-general agent at Houston, has moved to New Mexico and will be regional manager for the state with headquarters at Albuquerque. V. H. Roche, also formerly of Houston, will be associated with Mr. Del Castillo as general agent at Albuquerque.

CONTINUES SUPPLEMENTAL

The supplemental cost of living compensation which has been in effect since December, 1941 for all home office personnel and branch office cashiers and clerks of Colonial Life has now been made a permanent part of their salary.

Phoenix Mutual Nov. 1 is putting into effect a 5% pay increase for salaried employees except officers. Before calculating the amount of the increase the amount of the wartime cost of living bonus is incorporated into permanent salary.

COMPANY MEN

Rowe New John Hancock Treasurer

BOSTON - H. S. Payson Rowe has been elected treasurer of John Hancock Mutual Life. Vice-president and Treasurer Fred P. Hayward is retiring as treasurer after serving more than 20 years in that office.

Mr. Rowe, has been second vice-president of Massachusetts Mutual Life in charge of the bond portfolio. His entire business life has been spent in the investment field which he entered after graduation from Harvard in 1922. His first connection was with First National of Boston,

later he was with Merrill Oldham & Co., Inc., and subsequently became Boston manager of Bankers Trust Company of New York. He has been with Massachusetts Mutual since 1934.

Shift Two of Occidental Life Agency Executives

Harry D. Yaw, for the past three years in charge of agency development in Texas, Louisiana



W. B. Stannard



Harry D. Yaw

and Arkansas, has returned to his former post as assistant to vice-president V. H. Jenkins. His territory will be added to that of Division Manager W. B. Stannard, who is in charge of the Pacific Coast, mountain states and southwest.

Mr. Yaw joined the company in 1930 as field supervisor in the home office agency, and later became agency assistant in the home office, and then assistant to Mr. Jenkins.

Mr. Stannard entered the business in 1919 as an agent, after his return from service in the former war. In 1927 he became associate general agent in Los Angeles of Aetna Life and joined Occidental's agency department in 1937.

E. A. Royer to Great-West Philadelphia Group Post

The Great-West Life has appointed E. Albert Royer group supervisor at Philadelphia. He will be in charge of the complete line of group coverages written by the Frederick G. Higham agency.

Mr. Royer has a highly successful record in group insurance work, his experience including both selling and sales supervision. He is a graduate of the University of Michigan and prior to entering the group insurance field, was engaged in editorial work, and later in sales promotional activities for a manufacturing firm.

Wainwright Auditor of Union Life, Va.

Irving H. Wainwright, who for 10 years has been a member of the examining staff of the insurance department of Virginia, is joining Union Life of Richmond as auditor. A native of York county, Va., he received his B. S. degree in commerce from the University of Virginia. He completed the accounting course at the Virginia Mechanics Institute.

After experience with the Chesapeake & Ohio railroad and Morris

LIFE

insurance with the agent

Although John Q. Public values the life insurance that protects him, he has not yet learned to properly appreciate the counsel of his insurance agent. Here at Central Life, we appreciate the full importance of the role the agent plays in properly applying insurance to the best interest of his client. We know the value of his service . . . both to the client and to ourselves. We also know that life insurance begins with the agent. It is only after he has converted a prospect into a policyholder that life insurance goes to work. That's why in our advertising, direct mail and promotional activities, we are primarily concerned with uncovering prospects for the agent and helping him to increased sales.

Central Life Assurance Society
(MUTUAL)

DES MOINES, IOWA

ONE OF THE LOWEST NET COST LIFE INSURANCE COMPANIES IN THE UNITED STATES. SAME DIVIDENDS AS IN 1944. UNCHANGED SINCE 1937.

Plan Bank of Virginia, in 1934 he became auditor of public accounts of Virginia, and in 1935 went with the examining staff of the insurance department. As senior examiner, he has participated in the examination of most companies operated in Virginia.

SCOTT REJOINS B.M.A.

Charles Scott has returned to Business Men's Assurance as Underwriting Supervisor after an absence of 36 months in the army, 17 months overseas.

HOLMES K.C. LIFE CASHIER

Albert E. Holmes has been appointed cashier of Kansas City Life succeeding the late Jean H. Mitchell. He has been with Kansas City Life 20 years and has been assistant cashier 10 years.

ASSOCIATIONS

N.A.L.U. Officials in Mich., Wis.

At a conference in Lansing sponsored by the Michigan Association of Life Underwriters it was decided that each of the local associations will hold a seminar to train members to counsel returned war veterans.

N.A.L.U. officers participating were C. D. Connell, president; Ernest A. Crane, Indianapolis, and J. D. Moynahan, Chicago, trustees, and Edward J. Dore, Detroit, former trustee. State officers assisting were George J. Dobben, Jackson, president; H. C. Brogan, Lansing, secretary, and H. J. Groesbeck, Flint, membership chairman. John Crampton, Detroit, state chairman of the veterans' affairs committee, explained the veterans counseling program.

In discussions it was agreed to use rigid screening in hiring and training new agents, as it was felt to be a disservice to veterans to accept them for agency work if they were unsuited for it. Opinion was general there should be no mass recruiting.

At a similar conference in Milwaukee between N.A.L.U. officers and those of the Wisconsin and 11 local associations, how best to integrate National Service Life Insurance with existing insurance and how and when to convert the temporary type were subjects discussed.

On the panel besides Messrs. Crane and Moynahan were L. S. Broadus, Chicago, chairman state and regional association committee; H. W. Bruegger, Aetna Life, Oshkosh, president Wisconsin association; R. E. Imig, New York Life, Sheboygan, vice-president, and F. J. Voight, New World Life, Madison, secretary.

PLAN OKLAHOMA CONGRESS

J. G. Wiggins, Equitable, was named general chairman of the annual sales congress of the Oklahoma Association of Life Under-

writers to be held either Jan. 4 or 11 at Oklahoma City, depending upon ability to secure speakers. Committees were appointed. Local associations' presidents will be honorary members.

Plans for Peoria State Meeting and Congress Forming

Plans are shaping for the winter meeting of the Illinois Association of Life Underwriters in the Pere Marquette hotel, Peoria, Nov. 16 and the annual sales congress of the Peoria association there the next day.

The state conference of local, state and national officers will be held there the first day with C. D. Connell, New York, National association president, speaking Friday and also on the congress program. The Illinois Round Table will meet the first day with F. E. Cavette, Massachusetts Mutual, Peoria, as chairman. There will be election, ratifying of by-laws and an afternoon meeting with speakers as well.

In addition there will be a general agents and managers session the first afternoon. C. R. Garrett, Northwestern Mutual, Peoria, is arranging the program.

Friday night there will be a cocktail party and state association dinner with T. A. Lauer, Northwestern Mutual, Joliet, the state president, presiding and national officers speaking.

H. G. Walter, Penn Mutual, Peoria, is general congress chairman. A three-man panel of Illinois producers as speakers is scheduled on the program.

A new state-National committee-man will be elected at the state meeting to succeed A. E. McKeough of Occidental Life, Cal., whose term has expired, and an amendment to by-laws is to be considered which would increase dues payable to the state association by members of local associations in

Illinois from 75 cents to \$1 per member.

Among speakers on the program at the general agents and managers session will be A. L. Dern, vice-president and director of agencies of Lincoln National, and Curtis

Lamb, publisher "Leaders' Digest". The theme will be post-war markets and recruiting.

Two speakers on the congress program will be Keith Smith of John Hancock at Kankakee, Ill., who led that company in 1944 with

We believe—

that a man has taken an important step forward in our business when he becomes a C.L.U.

Therefore, to

| | |
|-----------------------|---------------------------|
| JOHN A. ERSKINE | — Flint, Michigan |
| MARVIN V. HENKEL | — Newark, New Jersey |
| BERNHARD F. KALB, JR. | — Rockford, Illinois |
| EUGENE L. PATTON | — Los Angeles, California |

our newest C.L.U.'s, we extend

Our Hearty Congratulations



The Mutual Benefit Life Insurance Company
Newark, New Jersey

THE MANUFACTURERS

COMPLETE BROKERAGE FACILITIES

All Life, Endowment and Annuity Plans.
Favorable Par. and Non-par. rates.
Standard and Sub-standard risks.
Facilities for handling large cases.
Civilian Foreign Travel Coverage.
Annuities — Single Premiums up to \$100,000.
Prompt and Efficient Service.

INSURANCE IN FORCE, 790 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS, 264 MILLION DOLLARS

LIFE

INSURANCE COMPANY

HEAD OFFICE:
TORONTO, CANADA
Established 1887

STATEMENT OF FACT OF INTEREST TO EVERY LIFE INSURANCE SALESMAN

HAVING a good thing to sell is over half the battle; this is an axiom understood and appreciated by every salesman. Last year, Modern Woodmen Agents sold 30.8 more new business than in the preceding year—the increase in the industry, as a whole, was only 3.4 for the same period.

increase of
new business
in
life insurance
1944 over 1943



ALL COMPANIES



MODERN WOODMEN OF AMERICA

Why? Just this: Our men had a good thing to sell. Our Agents made money last year, are making it this year and will continue to do so . . . because of a liberal compensation plan, aggressive field work and sympathetic Home Office co-operation. YOUR inquiry into the possibilities of a connection as a personally producing District Manager, in charge of other men, is cordially invited. Generous financing plan offered. Write, without obligation, today.

FIELD DEPARTMENT

MODERN WOODMEN OF AMERICA

1502 Third Avenue, Rock Island, Illinois

Insurance in Force - Over One-Half Billion Dollars



40th
ANNIVERSARY

Mature in matters vital to life insurance policies is the reward earned through forty years of persistent progress. Small wonder "Men of Anico" are loyal to the cause espoused by its founders back in 1905 when rugged men fought and won because of the will to win.

What better proof of stability, progress, and strength could anyone want?

OVER A BILLION *Now \$1,250,000,000* INSURANCE IN FORCE

**American National
INSURANCE COMPANY**

GALVESTON, TEXAS—W. L. Moody, Jr., President

561 cases for over a million, all written in less than 11 months, and Strickland Gillilan, noted humorist.

Minnesota Leaders Confer With National Officers

ST. PAUL—National, state and local association officials conferred here for two days. Representing the N.A.L.U. were L.S. Broadus, Guardian, Chicago; J.D. Moynahan, Metropolitan, Chicago, and Jack Hilmes, Equitable, Ia., Des Moines, national trustees. Heading the state group were President John P. Lynch, St. Paul, and Bert Odell, Minneapolis, immediate past president.

John J. Steger, St. Paul, told what is being done in Minnesota to advise returning veterans on their life insurance problems.

The seven Minnesota association represented were; Central Regional, by William McHugh; Duluth, by Arthur Jepson; Minneapolis, A.W. McMillan; St. Paul, Mark Arnold; Southeastern, W.A. Dopre; South; ern, Orris Johnson; Tri-County, Wendell Schulz.

MO. MID-YEAR OCT. 26-27

The mid-year meeting of the Missouri Life Underwriters Association will be held at Jefferson City, Oct. 26-27 in conjunction with the state conference with N.A.L.U. officers. It will be sponsored jointly by the Columbia, Jefferson City, Mexico and Sedalia associations. Either President C. D. Connell or James E. Rutherford, executive vice-president, will represent the National association.

CONFER IN KAN. OCT. 24-25

A conference of the Kansas Association of Life Underwriters and representatives of Local associations with N.A.L.U. officers will be held in Lawrence Oct. 24-25.

PERSISTENCY AWARDS

WASHINGTON—Twelve local men received Research Bureau persistency awards at a luncheon meeting of the District of Columbia Life Underwriters Association. H. Cochran Fisher, association president, made the presentations.

RODERICK PIRNIE TO SPEAK

Roderick Pirnie, Massachusetts Mutual Life, Providence, will address the Northern New Jersey association in Newark Nov. 15.

The association will hold a series of 3-hour courses on N.S.L.I., the benefits for war veterans and G.I. bill of rights.

FORTH ROCHESTER PRESIDENT

W. Russell Forth, Mutual Life, has been elected president of the Rochester (N.Y.) C.L.U. chapter. W. Edward Howard, Prudential, is vice-president; Harold C. Bailey, Metropolitan Life, secretary, and

Charles H. Schaaf, Massachusetts Mutual, treasurer.

CONNELL PRESENTS AWARDS

Clancy D. Connell, N.A.L.U., president, presented the national quality award to 11 members of the Grand Rapids association.

John W. Keary, 74, an agent of Prudential in Denver for 31 years, who retired in 1935, died there.

ANDERSON AT SAN ANGELO

M. Allen Anderson, first vice-president and director of agencies of Republic National Life, spoke in San Angelo.

MANAGERS

WILLIAMS OKLA. SPEAKER

Ben H. Williams, superintendent of agencies of Mutual Life of New York, spoke on "Our Job" before the Oklahoma General Agents & Managers Club at Oklahoma City. The theme for the season is "Agency Building".

SIEGMUND BEFORE CLUB

W.H. Siegmund, Los Angeles general agent of Connecticut Mutual Life, addressed the Life Supervisors Association of that city on "What We Have to Offer the Prospective Agent."

YATES, CURRY TO SPEAK

The San Francisco General Agents & Managers Association will hear John W. Yates, Massachusetts Mutual, and Forrest J. Curry, Penn Mutual, speak Oct. 22 on activities which have made their agencies leaders.

POLICIES

Conn. General Eases Rules on Travel, Flying

Connecticut General Life has liberalized its underwriting of A. & H. cover for those contemplating foreign travel. It is prepared to consider civilians traveling anywhere except Asia. Present policyholders who plan to travel abroad can usually have the coverage of their existing contracts continued.

At the same time Connecticut General will issue accident insurance with world-wide ground coverage to airline personnel and is automatically removing territorial limitations from existing policies.

Passenger flying cover for airline personnel has been liberalized to cover riding within the North American mainland as a passenger in any powered civil aircraft of U. S. or Canadian registry having a certificate of airworthiness and operated by a licensed pilot, or while riding as a passenger anywhere in the world in a passenger aircraft operated

on a regularly scheduled passenger trip over its established route.

HAS 15-YEAR ENDOWMENT

A 15-year endowment is being written by National Life Assurance of Oklahoma City from age seven through 60. Premium rates are: Age seven, \$61.82; 15, \$62.70; 25, \$65.25; 35, \$64.35; 45, \$67.10; 55, \$74.91.

SALES MEETS

Alliance Life Holds Series of Regionals

Alliance Life held a regional agency meeting in Chicago for about 50 agents in Illinois and Indiana.

Theme was peace time selling. B. T. Kamins, vice-president and agency director was in charge.

Awards were made to winners in the late summer "Play Ball Contest," Cardwell agency of Rockford, Stevens agency of Dixon, Harner agency of Logansport, Griffin agency of Gary, and Goldberg agency of Houston, and Browne agency, Des Moines.

A similar meeting was held the preceding week at Lansing, Michigan, for 30 Michigan agents. The home office was represented by Mr. Kamins and Field Supervisor P. H. Huffstetler.

Another meeting will be held in Iowa later this month.

COLONIAL LIFE CONFERENCE

Colonial Life held a 2-day business meeting of its leading assistant managers and agents at Absecon, N. J. President R. B. Evans welcomed guests. James G. Bruce, secretary-actuary, presented a paper, "Our plans for the future."

The afternoon session was in two parts, one for assistant managers, the other for agents. At the joint meeting next day Donald Cook, assistant manager at Paterson, N. J., spoke on prospecting among professional men: Irving Cohen, Bay Ridge, N. J., "Where My Leads Come From," and Roy Stanford, New Brunswick, N. J., "Writing Juvenile." President Evans closed the meeting.

Others from the home office were James J. Raidy, administrative assistant; Fred G. Thompson, New Jersey manager, and W. R. Haile, New York manager.

MINN. MUTUAL CONFERENCE

Minnesota Mutual general agents gathered at the head office Oct. 15-16 to take up selling problems in the reconversion period. Regional meetings for the field force next February.

McCarthy Joins Klingbeil Agency

Wayne McCarthy has joined the F. L. Klingbeil ordinary agency of Prudential in Detroit. He will be assistant manager in charge of all brokerage business.

During the War Mr. McCarthy was an architect for the government. He was formerly with the Penn Mutual for 20 years.

Chaney Heads New N. E. Mutual Training School Project

Coincident with Homer C. Chaney's recall from his post as manager of New



England Mutual in Cleveland to become associate director of agencies at the home office, the company announces the establishment of a permanent field training school in Boston under his direction.

This is the outgrowth of the company's first refresher course for returning veterans

and of the new agents training course, both held this year, which were enthusiastically received and outstandingly successful.

Four training classes are being announced this month to the field. During October the second refresher course for veterans returning to the business will be conducted; in November an intensive training school will be held for newly appointed general agents and a few of the younger members of the general agency group. Agency administration, as well as training and supervision, will be the principal keynotes of this "demonstration clinic."

Early in December the second new agents' training course will be given. Agents in their first year with the company and qualifying in home study as well as field work, will be eligible to attend. The latter part of January, the first supervisors' training course will be undertaken. This will be an intensive study and demonstration clinic composed of selected supervisors. Recruiting and training the new agent will be emphasized.

Mr. Chaney is a graduate of California's Pomona College in 1919 and a Phi Beta Kappa. He served first as an instructor of economics at that institution, followed by a decade in the banking business as a trust officer.

He entered life insurance with the New England Mutual Hays & Bradstreet agency at Los Angeles. He was later made manager of training for that agency. He was later called to the home office as director of field training but for the past 2½ years has served in Cleveland as manager and regional director of agencies.

"PREVENT MONEY WORRY WRINKLES and RETAIN YOUR BEAUTY"

The above is the title to a new ten-page booklet designed for all female prospects.

These headings will give you a clue to the terse copy:

Why are you working?

Choice or necessity?

You and your economic value

Why save money?

Temporary or permanent savings?

What method of savings?

Take the easiest way

A plan for all women

Write for your free copy.

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

110 East 42nd Street

New York 17, N. Y.

Render your policyholders 100% Service

Sell Complete Protection

North American Life agents are providing their policyholders with complete personal protection. Surveys show that people are definitely interested in accident and health and hospitalization protection—they need it and they want it.

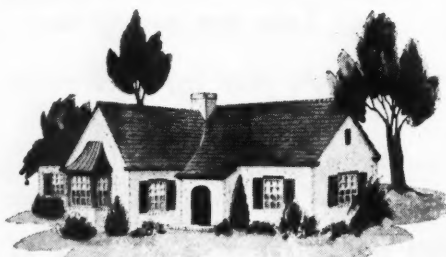
AGENCY OPENINGS IN North American Life now has a complete accident and sickness program, featuring lifetime disability coverage and individual and group hospitalization policies.

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. Ashbrook, Vice Pres.-Supt. of Agencies
North American Building, Chicago 3, Illinois

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Why Brokers and Surplus Writers
Recommend The Berkshire?



For that client of yours who desires to leave his home free and clear for his family

THE Berkshire MORTGAGE RETIREMENT PLAN is one of the best buys today for mortgage cancellation purposes, particularly of the amortizing type of mortgage, for example, the FHA mortgages.

The Plan combines the Family Income Rider with a life or endowment policy (ordinary life or higher premium form) and payable on a commuted basis in the event of the insured's death within the stipulated 10, 15 or 20 year period from the date of issue.

Disability Waiver may be added for a small additional premium.

We will accept brokerage and surplus business on the Mortgage Retirement Plan.

Full details will be gladly furnished you upon request without obligation.

Berkshire

LIFE INSURANCE COMPANY

Incorporated 1851

HARRISON L. AMBER, President

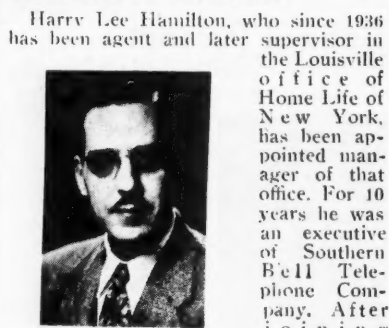
PITTSFIELD

MASSACHUSETTS



IF YOU ARE A FULL TIME AGENT OF ANY COMPANY, WE SOLICIT YOUR SURPLUS BUSINESS ONLY.

Hamilton Home Life of N. Y. Manager in Louisville



H. L. Hamilton

Harry Lee Hamilton, who since 1936 has been agent and later supervisor in the Louisville office of Home Life of New York, has been appointed manager of that office. For 10 years he was an executive of Southern Bell Telephone Company. After joining Home Life he shortly became a leading producer. Then he devoted a part of his time to recruiting and direction of new men. He was born in Ohio, was reared in the south, and attended New York University. He is second vice-president of the Louisville Association of Life Underwriters and secretary-treasurer of the C.L.U. Chapter there. Mr. Hamilton just received his C.L.U. designation at the conference in New York City Sept. 20. As chairman of the education committee of the Louisville association, Mr. Hamilton made great progress in placing textbooks on life insurance in public schools of the city and Jefferson county.

Johnson Speaks in Hartford

HARTFORD—Holgar J. Johnson, president Institute of Life Insurance, at the first fall meeting of the Hartford General Agents & Managers Association reported on the accomplishments of the institute during the war, and its plans for the future.

A number of company executives were guests, including: Morgan B. Brainard, president; Robert E. Coolidge, agency vice-president; J. B. Slimmon, vice-president and secretary, Aetna Life; Aruth M. Collins, president; D. Gordon Hunter, agency vice-president, Phoenix Mutual; H. H. Armstrong, agency vice-president, Thomas W. Cole and J. O. Hoover, superintendents of agencies, Travelers; F. H. Haviland and Richard H. Cole, vice-president, and James L. Cole, superintendent of agencies, Connecticut General; Vincent B. Coffin, agency vice-president, and George Smith, superintendent of agencies, Connecticut Mutual; and W. F. Hanselman, agency vice-president Union Central Life.

The Sales Research Bureau was represented by Lewis W. S. Chapman, Richard E. Ford, Jack Moorhead and James Adams.

Retail Credit Man Speaks

Robert P. Beckham, Los Angeles manager of the Retail Credit Co., spoke before the Life Insurance Managers Association of Los Angeles on "Insurance Inspections."

President W. K. Murphy, Northwestern Mutual Life, announced the death of General Agent Fred M. McMillan of the Penn Mutual, and named a committee to prepare suitable resolutions. Another committee was named to study the question of the five-day, 40-hour week and report at the next meeting.

Priddy Addresses Texas Club

Ross Priddy, Aetna Life associate general agent at Dallas, was principal speaker at the monthly luncheon meeting of the Fort Worth Life Managers & General Agents Club Oct. 1. He has returned to insurance work in Texas after serving as lieutenant in the navy.

Philip J. Ambrosine, district manager of John Hancock Mutual at Hackensack, N. J., has been appointed chairman of the national war fund committee of Emercon, N. J.

Agents Must Reconvert and Get to Work, Shepherd Says

"Do you believe in life insurance so sincerely that men will unconsciously honor you for your faith and follow your example?" Dale Shepherd, Houston, president Texas Association of Life Underwriters, asked at a meeting of the association. He spoke on making the most of post-victory selling opportunities.

Reconversion for many life agents will mean getting back on the job and doing many things they have been omitting in the war-time heyday.

"The life insurance business has been marvelous during the last four years," he continued. "Many new markets have opened up, and business has been so good that perhaps many of us have become soft. The post-war era is here, and lest we are again fearful of what is in store, just as we were immediately after Pearl Harbor, I want to emphasize that the world today has never before been so in need of all we can produce. Purchasing power is high enough to give ample employment for years to come."

Must Meet Inflation Objection

"But to get our share of the business, we must get back to selling. We must be prepared to meet that age-old objection, inflation. We are in a period of inflation to a degree, and so we can tell our prospects that it is to their advantage to buy life insurance now when they can put in cheap dollars and later on get back dollars that will buy more. And if inflation becomes more pronounced, then our prospects by the same degree will need more life insurance."

"High income taxes and low interest rates will continue for some time to come, which makes life insurance the only method available to men of moderate income to accumulate an estate. Our prospects will continue to have money for living expenses, and the living expenses will include money for life insurance."

'T would sound

like boasting,

repeated here —

but ask what one

man said, at end

his first month as

a Guardsman?

Guardian Life
Insurance Company

Madison 1, Wisconsin

L. A. A. Plans Debate on Gifts With Direct Mail

One of the features of the program of the Life Advertisers Association, meeting Nov. 14 will be a debate on whether it is necessary for direct mail to temp responses by offering gifts. Some companies always make gift offers in their direct mail and others, as a matter never do. The debate is not expected to standardize procedure, but will air the two views.

Participants will be, for offering gifts, Starr Armstrong, Republic National, and John H. Rader, Ohio National, and for the negative, Morgan S. Crockford, Excelsior Life of Canada, and E. S. Hildebrand, Connecticut General. Three L. A. A. members will act as judges, James M. Blake, Massachusetts Mutual; J. H. Castle-Graham, London Life,

and C. S. Smith, National Life Accident.

Butler Again Coordinator on Commissioners' Trip

NEW YORK—As in previous years Vice-president Albert N. Butler of Corroon & Reynolds has agreed to coordinate the rail transportation and Pullman reservations for easterners planning to attend the Dec. 3-5 meeting of the National Association of Insurance Commissioners in Grand Rapids, Mich.

It is anticipated that special cars can be arranged if the railroad has sufficient advance information on the number who will be going. The best train from New York to Grand Rapids, Mr. Butler advises, is the Wolverine Limited, leaving Grand Central terminal at 6 p.m. and arriving in Grand Rapids at 12:15 the following day. All inquiries should be addressed to Mr. Butler at 92 William Street, New York 7, N. Y.

understood that key topics will center around automobile insurance, including proposed highway safety responsibility laws, new methods of setting premium rates and extension of the assigned risk plan.

Clinton P. Kilbury, leading producer

of the Newark agency of National Life of Vermont, was honored by his associates with a luncheon in honor of his 50th birthday and his 20 years in life insurance. Dr. David Robins, Newark medical examiner, was a guest, it being his birthday also. General Agent Fred S. Fern was toastmaster.

Fifty-second Year of Dependable Service



THE STATE LIFE of Indiana is a purely mutual, old-line, legal reserve Company in its fifty-second year of dependable service. . . . Has paid over \$150,000,000 to policyholders and beneficiaries, and in addition holds assets of over \$62,000,000 for their benefit . . . Issues a wide range of policies from ages one day to sixty-five years, including Juvenile, Educational Fund, Family Income, Salary Continuance, Retirement Income, and other up-to-date forms. . . . Agency opportunities with complete training and service facilities for those qualified.



THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

I WONDER IF GENERAL AMERICAN LIFE WRITES A FAMILY INCOME POLICY OR A FAMILY INCOME RIDER?



"**BOTH!** Our Family Income Rider can be added to new or existing contracts at the attained age. However, the Family Income Policy has a somewhat lower premium per \$10.00 of monthly income during the Family Income period."

GENERAL AMERICAN LIFE
INSURANCE COMPANY

WALTER W. HEAD, Pres. St. Louis, Mo.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

Warns Employers to Report Taxable Premium Payments

WASHINGTON—Directing employers' attention to revised requirements for filing annual information returns on form 1099 showing certain types of employees' compensation which are not subject to income tax withholding, Internal Revenue Commissioner Nunan cites payment of employees' life insurance premiums and payments under pension and profit-sharing plans.

When the pay-as-you-go income tax system was adopted, Nunan reminds, a withholding receipt (form W-2) was substituted for form 1099 in the case of wages from which tax is withheld.

"However," Nunan's statement continues, "there usually is no tax withholding and hence no record on the withholding receipt . . . when the employer pays life insurance premiums for the employee in conjunction with a pension plan, and when the employer makes taxable payments to an employee under pension or profit sharing plans."

"Such compensation, regardless of its amount, must therefore be reported separately on form 1099, provided the employee's total compensation (including the wages shown on form W-2 as well as all other compensation) is \$500 or more for the year. If the total compensation is less than \$500, the wages subject to withholding should be shown on form W-2 but no form 1099 report is required."

Occidental, N. C., Announces Guaranteed Options Form

Occidental Life of N. C. announces a new policy plan known as the "guaranteed options" policy. It provides full insurance protection during the first 20 years after issuance and at the end of that time the insured may draw in cash an amount equal to all premiums paid, or he may obtain a fully paid up policy for the original face amount and a substantial cash payment, or may select a paid up policy for an amount considerably in excess of the original face amount.

Premium rates are: Age 20, \$31.15; 25, \$32.27; 30, \$33.31; 35, \$36.20; 40, \$40.75; 45, \$48.09; 50, \$57.35; 55, \$68.30.

Canadian Superintendents to Meet

Though travel conditions may restrict attendance figures to a minimum, the annual meeting of the superintendents of insurance of the provinces of Canada will be held in Quebec Nov. 14-15. It is

The BRIGHT SPOT of OPPORTUNITY
for a High Grade Man
RIGHT NOW is...

Harrisburg
Pa.

Address the Agency Department

AMERICAN UNITED LIFE INSURANCE COMPANY

A MUTUAL COMPANY

Established 1877

Indianapolis

Chicago Meeting

(CONTINUED FROM PAGE 3)

pects in addition to the big field for mortgage insurance. This also is true in the automobile and home appliance fields, etc.

"It has been estimated living costs have increased approximately 30% since before the war. Just to maintain insurance programs in terms of purchasing power means the necessity of billions of additional insurance. It is safe to say living costs will rise further. Where we used to talk in terms of \$100 a month for family needs or retirement benefits, we should adjust standards to terms of \$150 a month.

Woman Market Outstanding

"Women are still an outstanding market, especially to women working for a living, and those now with an estate, or those who are the potential heir of an estate.

"Mass selling is another prime field. Group insurance of all types is and will continue to be a good source of business.

This also is applicable to pension trust business, salary savings or salary allotment insurance.

"At present there is a big pull away from buying insurance based mainly on friendship; rather, more and more purchases are being made as a result of idea selling. This will be increasingly so.

Time Control Essential

Miss Mercier said the biggest life agents have is to maintain time control. She operates on the planned week system. Saturday forenoons are spent in office planning work. She plans about twice the amount of work it is humanly possible for her to do. She has a backlog of calls to fall back on. It has given the required number of interviews, which gets the proportion of sales that she needs.

"I am not a slave to this plan. The days and the calls are shifted as the conditions arise. They are rearranged to suit my conscience. I have found over a period of years that each hour of controlled time has been worth many hours of haphazard work.

"The primary requisite of time control is keeping records. I also keep a record of the sales interviews that I obtain, and of the sales that I make. I know how many hours I spend in the office and how many hours in the field. If business falls off, I know where to look to find the cause. A record is also kept of the new people that I see each day. I never let a working day go by, but that I see at least one or two new people. This provides a flow of prospects. It also helps avoid the much dreaded slumps that come in our business.

Direct Mail Circularization

"Uncle Sam's postmen have saved a lot of valuable time for me. Never a day goes by but what some new name is added to my circularization book. As soon as I have enough for a list, they are sent to the home office for circularization.

"It took gasoline rationing to awaken me to the value of the telephone as a time saver. I use the telephone to sell the interviews. I have found that it is almost as effective as the direct first call.

NEW SALES IDEAS

Post-war sales ideas were given by W. N. Hiller of Stumms & Loeb, Penn Mutual. With end of the war, new situations are arising that create new and different needs, but the basic reason for buying life insurance has not changed, he said. Men still buy life insurance if they can find the money to buy it, and the motivating force is still the same as always. Now life insurance buyers can be sure their policies will be paid in good American dollars instead of German marks or Japanese yen.

The mortgage insurance field is a good one. There is a pent-up demand for new homes, which Mr. Hiller said, will be built by returning veterans and by people who have accumulated money during the time home building was restricted.

"It is estimated 90% of the new homes will be mortgaged. With that idea in mind, we should cultivate the acquaintance of a few real estate men in order to get a line on people who are buying or building homes. Many returned service men have the impression that their government insurance can be used to cover their mortgages, but you and I know that G. I. insurance cannot be used for that purpose.

Business Insurance Possibilities

"And then as to business insurance. It seems to me that there should be a number of new spots for the placing of new business insurance. How about the returned veteran who has accumulated some money which he will put into a new business enterprise? They have not been able to accumulate \$40,000 or \$50,000 during their war service, but some of them have been able to accumulate \$5,000, or so, which will be invested in new businesses. That should develop a brand new business insurance prospect. And here again, G. I. insurance cannot be used for business insurance purposes—we must sell them new life insurance to cover the new business enterprise and retain the G. I. insurance for family protection.

"Another business insurance spot is where we find older men have been holding their positions during the war period—men who have gone beyond their normal working years, who have been waiting for the younger men to return from the war. Here we can develop a need for key man insurance on the life of the new executive or the new highly trained specialist, who might well have become such a specialist because of his experience and training in the war.

Outside Competition Returns

"And is there a new situation that confronts us when it comes to family protection? People are waiting to buy such things as automobiles and radios that they couldn't get during the war. For four years we have had practically no competition from those lines, but, we are

going to meet it right now. We can't discourage the buying of automobiles and radios and other luxury items, therefore we will have to develop methods of squeezing out some extra dollars that will have to come from sources that we, as life insurance men and women, will have to uncover.

"It will be our job to work out new budgets and new programs for our clients and prospects. We might have to sell term insurance in certain spots and convert to permanent insurance when more spendable income will be available on account of a reduction in income taxes. We can place family protection insurance with part of the payroll deduction money that has heretofore gone into the purchase of war bonds—but I want to warn you—don't use this idea until the eighth war loan is put over—by Jan. 1 it will be an idea to work on. At that time we should be able to induce employers to switch from war bond deductions to life insurance salary savings plans. That's just another idea.

A word about educational insurance—Money will now be released for family protection insurance because the G. I. bill of rights will cover educational funds for the returning veteran.

Need Most Modern Tools

Edward J. Knoska of the Van Cura agency of Metropolitan Life discussed life agents having an effective kit of tools which he said all life agents must have. They must have the professional concept, but this is a threat to many field men who fail to keep up with trends and expect the post-war business to keep rolling in. College trained life underwriters in greater numbers, attracted by the prospects of high remuneration in a field surrounded by a high degree of prestige will enter the business. Their competition will be a constant threat to those who do not plan a good post-war kit of tools.

He finds such tools are in the C.L.U. study kit. Closing of sales is made



All around protection for the family through liberalized benefits . . . all for one convenient monthly savings!

B. M. A. All-Ways Income Plan

The plan used by thousands of families to assure monthly income when disabled by Accident or Sickness.

DOCTOR'S CALLS PAID in his office, hospital or your home.
HOSPITAL AND SURGICAL benefits for self and entire family. Issued for ages 3 mos. to 65 years. Every type of surgery included—maternity benefits in and out of hospital—pays for hospital room; other expenses—for nurse in your home.

NO MEDICAL EXAMINATION

In addition, pays income to dependents in case of death from any cause . . . also income for retirement.

Monthly savings optional, from \$5.00 up.



"Symbol of Complete Protection"

Business Men's Assurance Co.
HOME OFFICE, KANSAS CITY 10, MO.
Offices in More Than 40 Major Cities

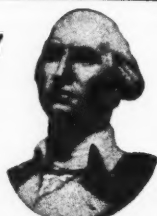
"Reproduced here is one of the series of advertisements you'll see during 1945 in TIME, NEWSWEEK, THE UNITED STATES NEWS, AMERICAN and PARENTS' MAGAZINE."

GENERAL AND DISTRICT AGENCY TERRITORY AVAILABLE IN Kentucky, Virginia, West Virginia and District of Columbia

Portfolio includes all standard forms of Life and Endowment policies as well as Wholesale, Group, Salary Deduction, Government Allotment, Juvenile, Family Income and Retirement Plans.

George Washington Life Insurance Company

Home Office
CHARLESTON, WEST VIRGINIA



"A FULL HOUSE"

A Hand That Can't Lose

- A ♣ LIFE INSURANCE
- A ♦ ACCIDENT HEALTH INSURANCE
- Plus
- A ♥ HOSPITALIZATION
- K ♣ A POLICY TO FIT EVERY NEED OF THE PROSPECT
- K ♠ NO PROBLEM OF OUR AGENTS IS TOO BIG OR TOO SMALL TO RECEIVE 101% CONSIDERATION

POSTAL LIFE Deals this kind of a hand to all its agents.

Let Us Deal You In

TERRITORIES OPEN IN MISSOURI, KANSAS, IOWA and NEBRASKA

For further information

WRITE

O. R. JACKSON, VICE-PRESIDENT

POSTAL LIFE & CASUALTY INSURANCE COMPANY

"An Old Line Legal Reserve Life Insurance Company"

4727 Wyandotte St. Kansas City 2, Mo.

erster, new fields of prospect exploration opened. The general technical knowledge acquired in C.L.U. study increases the agent's confidence in himself.

One of the most interesting sections of the C.L.U. work is part B, economics, sociology and government, he said. In these war years sales of insurance soared to new highs, lapsation hit a new low. "Sales ability has increased, but no small measure of the new writings was due to an ideal insurance market with high national income and full employment. Successful selling in the critical period ahead will be closely dependent on the well being and prosperity of 130 million Americans. Social consciousness is an obligation we must be willing to assume with our kit of tools. It must lead us to a positive and progressive program in the hunt for solutions to our national economic and social problems."

VETERANS' POLICIES

Bruce Parsons, general agent Mutual Benefit, an army colonel who returned recently from Europe, discussed the attitude to take toward National Service Life Insurance. He pointed out that after the other world war upon discharge from service, the greater percentage of soldiers and sailors discontinued their war risk insurance and, he said, unfortunately a great many life agents failed to urge and assist them either to retain it or to pick it up again.

Some agents felt the trials and tribulations of dealing with government bureaus more than counterbalanced lower cost of the insurance and so sold their customers private insurance. Others discounted the low cost of government insurance because dividends were not forthcoming to any extent in early years, and private companies generally paid

continued when disability lasted beyond the stipulated 20-year period.

"Today, practically every ex-world war I veteran will tell you that he should have retained his war risk insurance," Col. Parsons said, "and we would all agree, for we now know the government is inclined to liberalize veterans' benefits as the years go by. This world war I record points our course in connection



JOHN O. TODD

with National Service Life Insurance very definitely. Here is what I believe we should do. Insurance companies, underwriting organizations, and all agents individually should urge and help every serviceman retain his National Life Insurance, even if it is necessary to continue it on a term basis for the time being. This means that millions of insurance, perhaps billions, must be serviced by us from a sense of loyalty to our profession, and duty to our prospective or actual clients, without immediate profit.

"In developing our prospect lists, we must assume that every person privileged to own National Life Insurance is doing so. If he is not, we must persuade him to do so by enthusiastically stressing the advantage of National Life Insurance, and offering to fit it into his program. Those of us whose clients have installed salary deduction plans, or 5% stabilization plans, should sell the managements on including National Life Insurance for world war II veterans in those plans. If we render this service with honesty and sincerity, our reputation as 'professional' underwriters will be measurably enhanced, and in the long run, our profits increased."

BENEFITS OF C.L.U.

Harry R. Schultz, Vernillion agency of Mutual, N. Y., chapter president, spoke on the "dividends" accruing from C.L.U. work. "There are any number of successful producers who are not C.L.U.'s just as there are accountants who are not C.P.A.'s," he said. C.L.U. is the college education of life insurance and one doesn't need a college education to be successful—but it helps. Highly trained career underwriters are professionals who guide the destinies and mold the lives of many families or businesses that have lost their pilot. Each of us are navigators, in a sense, as we plan the course of our prospect's life program. We're asked to point out the needs or we make it our business to point out our prospect's requirements. To fulfill these requirements, we suggest certain amounts and types of policies. A program or an estate plan is deserving of your time and very careful consideration.

"Acquiring the C.L.U. designation does not eliminate the necessity for an industrious program with a regular plan of work. I believe it is extremely significant that the Metropolitan Life gives

RELIANCE

LIFE

INSURANCE COMPANY OF PITTSBURGH

The Reliance meets
every buyer's preference by issuing:

Participating • Non-Participating • Accident •
Health • Juvenile • Annuities • Non-Medical •
Retirement Income • Sub-standard

Did You Know?

—that the per capita income of 13 Southern states increased from an average of \$372 in 1929 to \$672 in 1943.

Assets of Liberty National, which serves the South, increased from \$1,406,979 in 1929 to \$27,440,828 as of December 31, 1944. That's how our Company is paralleling the South's great progress.

LIBERTY NATIONAL
LIFE INSURANCE COMPANY
BIRMINGHAM, ALABAMA
FRANK P. SAMFORD, PRESIDENT



BRUCE PARSONS

high dividends. In time, however, the government did pay quite substantial dividends, thereby reducing cost still further in comparison with private insurance.

Some agents felt higher interest rates on settlement options of private companies more than justified selling private insurance in comparison with the government, but, Mr. Parsons said, time has shown a great reduction in earning power of private companies and a 3 1/2% guarantee under the government policy compares favorably with the best that private institutions do today.

Another factor was that many agents became enthusiastic 20 years ago over disability coverage in the private life policy and recommended the private policies in preference to government policies for this reason. The disability clause in government policies was an agreement to pay the face in monthly installments over 20 years. Disability payments did reduce the face of these policies, but new regulations permitted payments to be

tangible recognition to its agents and employees who win the designation in the form of salary increases. Statistics prove that during the period of study the average production has increased rather than decreased so don't worry about the time consuming element."

Have Reconversion Problem

"Remember four years ago when many feared that the removal of our normal market of men from 18 to 40 would knock the props out from under life insurance?" Mr. Todd asked in summing up the panel. "Never before has there been such a conclusive demonstration as

in the past four years that there is always a 'money wind' in life insurance. We often think we have no reconversion problem. True, there is no change in our product; the same fundamentals sell life insurance; but there is a violent reconversion necessary in our minds. We must reconvert our minds into the realization that even if during the war we were less essential than those who made planes and bullets, or those who flew or fired them, now, with the challenge of peace, our position is one of absolutely top priority.

"War bonds, sold to the public, have taught many people that never knew it before, that they could save money. But like dollars in the bank, those war bond dollars today rattle and clink at their possessors and create an insistent urge to get out to spend them for something current—something they can use, and use up.

"Few there will be who will have those dollars 10, 15 or 20 years from now. But with life insurance it's different." He said the policy cash value supports a much larger sum of death benefit, and if the owner doesn't die, it will bring him an income large enough to live on when he needs it.

"In a time of prosperity, someone must be tapping the prosperity of the day to provide reserves against the emergencies of tomorrow. A great national emergency is no more nor less than the sum total of millions of individual emergencies.

Obligation to Public

"If we succeed in converting the individual sense of security attained by war bond purchases, into a permanent sense of security, there will be no serious future depression. We offer money for future delivery—money for delivery at the time when in the life of the individual the possession of money is the difference between success and failure—between security and panic.

"The danger ahead is that our people fail to conserve out of their prosperity to prevent the depression that may come if they don't. And to the degree that you and I succeed with the people who come into the sphere of our influence, just to that degree will we postpone or prevent the fear and insecurity which is the primary cause of depression.

"So what are we going to do about it? We must sell as we have never sold before. We must have the vision to see that the man we didn't see today may return to haunt us tomorrow as a financial failure because we didn't do our share when we could have done it.

"We should buttress our knowledge of the business and our skill in selling with the firm conviction that what you bring to men is not just life insurance in the ordinary sense—not just protection for the family. No, it is financial salvation—it is the only plan known to man by which his spare dollars of today will come marching back to him or his at the moment either of greatest emergency or greatest opportunity."

CHICAGO MEETING CENTER

Chicago occupies the center of the insurance stage next week and the week after because of the numerous conventions and meetings there. The American Life Convention holds its annual meeting Oct. 31-Nov. 1 at the Edgewater Beach hotel.

The insurance commissioners legislative committee will meet Oct. 29-30. The executive board of the Accident & Health Underwriters Association holds a session Oct. 20-21. The regional meetings conducted by the Chicago Life Underwriters Association are scheduled for Oct. 23-25. The insurance committee of the U. S. Chamber of Commerce will meet Oct. 29. The insurance group of the Union League club will have a luncheon Oct. 29 to

hear President M. A. Linton of Provident Mutual Life speak on the social security act. The trustees of the Institute of Life Insurance meet Nov. 2.

ACTUARIAL CLUB MEETING

The Chicago Actuarial Club's monthly meeting will be Oct. 22. There will be a general discussion on group insurance and its future possibilities. E.H. Wagner of Alliance Life is president.

PIONEER LIFE ENTERS A. & H.

Pioneer Life of Rockford, Ill., which heretofore has written life insurance exclusively, is preparing to enter the accident, health

and hospital field. Its charter has been amended accordingly. The management intends to develop an industrial business through debit agents.

JOHNSTONE HEADS C.L.U.

The Kansas City C.L.U. has elected Ted. A. Johnstone, general agent Columbian National Life, president; John W. Sayler, director of sales, Business Men's Assurance, vice-president, and Arthur D. Lynn, general agent of Massachusetts Mutual, Secretary. The Chapter completed arrangements for the school year 1945-46.


George C. Holmberg, vice-president and treasurer of Northwestern National Life, was married to Helen Williams of Minneapolis.

An Invitation

An association with this, the oldest life insurance company domiciled in the South writing Ordinary Insurance exclusively will offer:

1. A permanent future in a business which will enjoy rapid post war growth;
2. Little, if any, limit on earning power under an agent's compensation plan, providing liberal base salary and incentive commissions;
3. An opportunity to develop your own initiative and to "get some place in the shortest period of time".

We invite inquiries from those interested, especially returning service men who are now, or soon will be, planning peace time business careers.



ATLANTIC LIFE

INSURANCE COMPANY

Richmond, Virginia

Organized 1899

Conveying Financial Plans Since the Turn of the Century

MUTUAL TRUST

LIFE INSURANCE COMPANY

HOME OFFICE
CHICAGO

FIELD BUILDING
ILLINOIS

"As Faithful as Old Faithful"

ONE OF THE LOWEST NET COST COMPANIES IN THE UNITED STATES

Whole Life (Paid-Up at 85)
Minimum \$2,500 — Maximum \$100,000
Age Limit 5 to 60

| Age | Annual Premium Per \$1,000 | 20 Year Annual Net Cost Per \$1,000 Present Dividend Scale (Not Guaranteed) |
|-----|----------------------------|---|
| 5 | 13.35 | 4.53 |
| 6 | 13.27 | 3.98 |
| 7 | 13.29 | 3.63 |
| 8 | 13.40 | 3.43 |
| 9 | 13.56 | 3.32 |
| 10 | 13.75 | 3.25 |
| 15 | 15.02 | 3.10 |
| 25 | 18.56 | 2.81 |
| 35 | 24.30 | 3.21 |
| 45 | 34.25 | 6.59 |

SAME RATES — SAME DIVIDENDS AND SAME LOW NET COST SINCE 1937

Nothing Better in Life Insurance



You Can Plan Today For Your Production and Home of Tomorrow

through a

RENEWAL COMMISSION LOAN

Money for...

- PRODUCTION
- WORKING CAPITAL
- CUSTOMERS' NOTES AND ACCOUNTS
- POSTWAR OPPORTUNITIES
- EXPANSION
- HOMES, ETC.

OUR BUSINESS is loaning you money in substantial amounts ... the one source in the U.S. that specializes and really understands your needs.

A renewal loan of \$4,500 costs you only 11 cents per day per thousand dollars.

A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.

LIFE UNDERWRITERS CREDIT CORPORATION

MINNEAPOLIS 2, MINNESOTA

Has Conn. Mutual in Chicago

James F. Ramsey has been appointed Chicago general agent of Connecticut Mutual Life succeeding J. B. Hill, whose resignation for reasons of health was recently announced. He will take over Nov. 16 when Mr. Hill is departing for the south.



Mr. Ramsey, a graduate of Drake University,

went with Connecticut Mutual in 1933 at Des Moines. Two years later he became associated with Home Life, first as field assistant and then served six years as its Chicago general agent. In 1942 he took over the Bruce Parsons agency of Mutual Benefit Life at Chicago. That unit led all other agencies of Mutual Benefit in 1942 and in 1944 for the men brought into the agency.

Mr. Ramsey is a life member of the Million Dollar Round Table, a C. L. U., and a graduate of the Research Bureau's agency management school. He is a director of the Life Agency Managers Association of Chicago.

Mr. Hill's future plans are uncertain and will be announced later.

N. Y. Managers to Confer

NEW YORK--The New York City Life Managers' Association will hold a conference on postwar problems Oct. 24, at the Hotel Biltmore, New York City. It will treat such questions as: What kind of an agency do I want to build? Can I afford to build it? What assistance can be expected from company management? What does the future promise in the way of better training, better supervision, enlarged market, more opportunity for growth and self-development, more cooperation between home office and field forces and a more enlightened insurance buying public?

T. W. Foley, State Mutual, association president, will call the meeting to order at 10:30 a.m. The morning's speakers will be Lewis W. S. Chapman, director of service Sales Research Bureau, on the postwar future of the life insurance business, and Vincent B. Coffin, vice-president and superintendent of agencies Connecticut Mutual, on management's job with tomorrow's agent.

There will be a luncheon at 12:30 and at 2 o'clock the conference will resume with Clifford L. McMillen, Northwestern Mutual, as chairman. Stuart Smith, manager Connecticut General, Philadelphia, will speak on "Tomorrow's Agent." At 2:40 there will be a question period to be answered by the speakers. The final speaker will be Clyde Gay, vice-president of John Hancock Mutual, who will talk on "Today's Suggestions, Ideas, and Accomplishments." Cocktails will be served at 4:15 p.m.

New Kentucky Company

Lt. Col. W. P. Tate, recently returned from army service, has incorporated Independence Life & Accident of Louisville, with \$100,000 capital.

He was for a number of years actuary of the Kentucky department. Later he formed Independence Life of Louisville and just before entering service was a department manager of Kentucky Life & Accident.

Prudential Opens in Peoria

Prudential has opened an ordinary branch office in Peoria with Harry R. Scharlach, assistant manager, in charge. He formerly was assistant superintendent in a detached office at Pekin, Ill.

Mr. Scharlach has been with Prudential for 13 years, going first with the Chicago ordinary agency of Manager Jesse Smith in 1932 and later transferring to the Peoria industrial office and from there to Pekin.

Kenneth L. Black has been appointed Cleveland manager of Fidelity Mutual. He has been an outstanding producer in the agency for five years.

ZONE 5 MEETS IN DALLAS

Zone 5 commissioners attended a meeting in Dallas, devoted entirely to examination questions. In attendance were Butler, zone chairman, and Gibbs, both of

Texas; Read, Okla.; McKenzie, Ark.; Apodaca, N.M., and Matske, Neb. They were entertained by Dallas companies at a reception with S. J. Hay, Great National Life, and Gordon Yeargan, Trinity Universal, as co-chairmen.

OPPORTUNITY

We have excellent openings in the following territories for General Agents and consistent producers:

Arizona
Florida
Illinois
Indiana
Iowa
Kansas
Maryland

Missouri
Nebraska
Ohio
Oklahoma
Texas
Virginia
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You will be especially interested in our Complete Coverage Package Plan. Also our unique Miracle Letter Lead system. And, above all else in knowing how you can create \$1,000 in renewals the second year by averaging only three Package Plan sales weekly and how in five years you can have an income that will make you financially independent. Correspondence Confidential.

HUGH D. HART

Vice-President and Director of Agencies

Illinois Bankers Life
Assurance Company
MONMOUTH, ILLINOIS

Arthur P. Earle Resigns

Arthur P. Earle has resigned as managing director of Montreal Life. He has been in the business 49 years, having started with North American Life of Toronto. He has been with Montreal Life, which was originally known as Travelers Life of Canada since 1910. He is a past president of the Canadian Life Insurance Officers Association.

Mr. Earle at one time was actuary of the old Reliable Life of Pittsburgh and later was actuary of Columbian National.

ALVORD KILLED IN ACCIDENT

Justus E. Alvord, 79, general agent in Toledo for National Life of Vermont, was fatally injured when he was struck by a car while crossing a street. He had been with the company more than 50 years.

BURGH JOHNSON RETURNS

Following more than three years service with the navy, Lt. Comm. Burgh Johnson, formerly assistant secretary of Guardian Life, has returned and has been appointed assistant vice-president and will be in charge of methods planning and coordination work.

Industrial Insurers Conference which omitted its customary annual meeting this summer, has now scheduled a gathering for Nashville, Dec. 5-6. E. W. Craig of National Life & Accident is president.

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The Friendly City of Ohio. Strategically situated as to coal, gas, limestone and silica. Produces shoes, steel, stoves and brick. You can prosper with Portsmouth. Write now to

B. T. Kamins, Agency Vice-Pres.

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FRATERNALS

Balthes Elected Head of Ohio Congress

COLUMBUS--The Ohio Fraternal Congress at its annual meeting elected these officers: President, John Balthes, Central Verband der Siebenbuerger Sachsen; first vice-president, Nellie M. Murray, Royal Neighbors, Toledo; second vice-president, John Sabol, First Catholic Slovak Union, Cleveland; secretary, R. S. Cox, Modern Woodmen, Millersburg; treasurer, E. C. Jacobs, Aid Association for Lutherans, Cleveland.

The executive committee is: R. L. Kester, Toledo, retiring president; R. D. Hough, Gleaner Life, Toledo; Anna L. Kaiser, Women's Catholic Order of Foresters, Cleveland; Gerald Brown, Protected Home Circle, Canton;

E. F. W. Ehrich, Independent Order of Foresters, Cleveland; F. M. Surtz, Slovenian Mutual Benefit, Cleveland, and T. I. Barnes, C. O. F., Cincinnati.

Frank A. Darius, former supreme treasurer of Western Catholic Union, Quincy, Ill., died there at the age of 86. He organized the first chapter of that society at St. Louis in 1892 and then went to Quincy with national headquarters. He became a trustee in 1908, treasurer in 1922, and in 1936 was named assistant treasurer, holding that post until he retired in 1940.

South Dakota Congress Names Hagen President

August F. Hagen, Aberdeen, was elected president of the South Dakota Fraternal Congress at the annual meeting in Watertown. He is Maccabees' state manager and has been acting congress president for some time.

Other officers named are: First vice-president, Eva O'Donnell, Mitchell, state supervisor Royal Neighbors; second vice-president, E. H. Neumann, Sauk Rapids, Minn., manager Aid Association for Lutherans; third vice-president, Joseph Gebhart, Dell Rapids, state manager Catholic Order of Foresters; secretary-treasurer, Alta Miller, Hot Springs, grand president Degree of Honor. Round table discussions on "The Future Post War Outlook for Fraternals" and "Fraternal Insurance Societies and the Returning Veteran" were held.

Kilroy New President of California Congress

W. F. Kilroy was elected past president and R. A. Ashbrook, president of the California State Fraternal Congress at the annual session in Los Angeles. Other new officers are: First vice-president, D. V. Chapman; second vice-president, Lodie Hawley; secretary, Ben B. Jones; treasurer, Edna Grace Cook.

Mr. Ashbrook is state manager of Aid Association for Lutherans; Edna Grace Cook is state manager for Security Benefit.

Deputy Commissioner Thomas spoke on the value of a legal reserve fraternal to the state and Mr. Jones, organizer and first president of the Congress, on "State Congresses". Judge McKesson of superior court at Los Angeles, talked on "I Love Bad Boys".

M.W.A. WAR PAYMENTS

The decision of Modern Woodmen to pay all war claims in full where settlement, in conformity with the war clause, had been made by return of premium with interest, means additional payments to beneficiaries of about \$24,000, according to Secretary J. G. Ray.

In May of this year Modern Woodmen decided to waive the restriction on payments due to aviation deaths in the war and here the difference between original payments equaling reserves and the face amount of the certificate aggregated \$44,500.

Since Dec. 7, 1941, Modern Woodmen has paid war claims in the number of 539 and for \$587,514. In the first war Modern Woodmen paid 2,062 death claims of soldiers and sailors amounting to \$2,662,250.

GEORGIA CONGRESS MEETS

The Georgia Fraternal Congress meets at Atlanta to elect new officers and hear a program of talks on topics of current interest. Miss Evelyn G. Sisk is president; W. G. Longshore, first vice-president; Mrs. C. E. Morse second vice-president; W. G. McRae, chaplain, and W. A. Lynn, sergeant-at-arms.

N.J. COUNCIL ELECTS OFFICERS

ATLANTIC CITY--New Jersey Council of Junior Order United

American Mechanics elected new officers here: State councilor, A. J. Byron, Washington, N.J.; vice-councilor, Weldon, Kmann, New Brunswick; secretary, R. C. Walker, Trenton; treasurer, A. E. Schaeferm, Rahway; conductor, S. B. Palmyra.

TEXAS CONGRESS NOV. 13-14

The Texas Fraternal Congress annual meeting will be held in the Rice hotel, Houston, Nov. 13-14. E. H. Hellbush of that city representing Aid Association for

1895



1945

Fifty Years of Protection and Fraternalism

ON MARCH 21, 1895

Royal Neighbors of America was chartered by the insurance department of the State of Illinois.

ON MARCH 21, 1945

Royal Neighbors of America observed its 50th anniversary as a fraternal life insurance society.

By strictly adhering to its fundamental principle of protection plus fraternalism, Royal Neighbors of America has experienced steady growth for half a century. Today it ranks as one of the leaders among fraternal benefit societies.

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A LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-six years old — \$118,500,521 in force. Mortality experience 1944 — 39.16%. Rate of assets to liabilities—110.11%.



Our new agents' contract, with retirement program, has been enthusiastically received by our agency force



Address your letter of inquiry to
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Legal reserve life and disability insurance—protecting the family since the days of the covered wagon.

All standard forms of legal reserve adult and junior life insurance contracts issued. New junior policies now issued on the C.S.O. table of mortality with full face value at age 5.

Non-cancellable health and accident providing for 52 weeks of disability.

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Some choice territory open for competent State and District Managers

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PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1888

A Legal Reserve Fraternal Insurance Society

E. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.

The Goal is 15,000 New Members

All Woodmen—adult and juvenile members, fieldmen and financial secretaries of 8,000 local Camps are participating in

"PRESIDENT'S APPRECIATION" MEMBERSHIP CAMPAIGN

October 1 to December 1

In appreciation of more than 30 years of outstanding service President Farrar Newberry has given to the Society. Their goal is the enrollment of 15,000 new members.

WOODMEN OF THE WORLD Life Insurance Society

OMAHA, NEBRASKA

The Standard LIFE Association Lawrence, Kansas



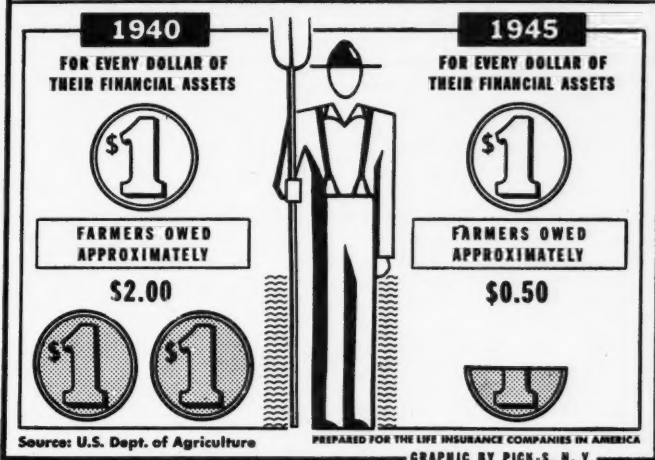
Not too large to give personal attention to individual agents.

Not too small to provide money-making agency contracts.



54th Year of Service

FARMERS' SAVINGS vs DEBTS— A WARTIME THRIFT RECORD



Lutherans, is president and John H. Cullom is secretary-treasurer.

Report on Examination of Royal Neighbors

Assets of Royal Neighbors at Dec. 31, 1944, amounted to \$104,375,642, according to the report of a convention examination by Illinois, Kansas, Montana, Missouri and Ohio. Unassigned funds were \$2,699,138 and special and contingency reserves \$8,326,941.

The examiners state that the reserve strengthening program which was commenced in 1939 has been completed and all reserves on adult permanent plan certificates are now established on the American experience 3% basis.

Final disposition has been made of all certificates of beneficial interest in real estate and their real estate holdings are being disposed of at prices which compare favorably with the book values.

Cash position is well maintained and surplus funds are being invested in a diversified selection of qualifying income producing securities.

Insurance in force was \$359,831,324.

The principal operating officers are Grace W. McCurdy, supreme oracle; Erna M. Barthel, supreme recorder, and Lendon A. Knight, general attorney.

During 1944 the amount of new insurance issued was \$18,578,100, there was transferred from the juvenile department \$2,625,250 and renewals totaled \$164,566. Total terminations were \$15,199,591.

The mortality ratio was 54 and the net rate of interest earned was 3.59.

Royal League of Chicago will hold its fourth annual "Victory" ball there the evening of Oct. 27 with dancing, games and refreshments.

Manhattan Appoints Two General Agencies

Manhattan Life has appointed two general agencies. The Centinela Insurance Agency of Inglewood, Cal., is operated by J. R. Williams, E. S. Dixon and John R. Williams, Jr. Carl A. Kessenich is the agency supervisor.

Mrs. Opal K. Long has been appointed general agent for Westchester with offices at 20 West First street, Mount Vernon, N. Y.

Charles A. Kerr of the Jamison & Phelps general agency of Northwestern Mutual in Chicago has been released from the navy and is back again as an agent there. He served as executive officer at Babanas Field, Tex., and at Banana River, Fla. With the rank of lieutenant commander, he was in service during the last year with the naval aviation base at Pearl Harbor.

Midwest Life to Pay War Claims in Full

Midwest Life will reopen all wartime claims on which restricted settlements were made under the provisions of the war clause and will pay each claim in full. The use of the war clause has been discontinued in all new policies issued. The aeronautic limitations rider will be used only in individual instances where there is a definitely apparent aviation hazard.

In making the announcement, President W. W. Putney explained that the war clause was imposed, not to avoid the payment of any particular class of claims but rather to safeguard the company and its policyholders against a special hazard, the extent of which could be foreseen. War losses have not been excessive and Mr. Putney considers it fair and sound insurance practice to pay them, even though the company has no legal liability to do so.

Mr. Putney also urged the importance of joint consideration by life insurance companies to the problem of protecting the companies and their policyholders on some permanent and practically acceptable basis against the recurring hazards of war, now greatly enhanced by new instruments of destruction threatening civilian populations even more than military personnel.

He pointed out that it is not practical for individual companies to impose restrictions against hazards that are ignored by all or more other companies but which could have catastrophic effect on the safety of life insurance.

MASS. SAVINGS BANK DINNER

About 125 officers of Massachusetts savings banks attended a dinner given by the Savings Bank Life Insurance Council in honor of Richard Bullock, who recently retired as commissioner of savings bank life insurance; his successor, Frank A. Groves, and the trustees of the General Insurance Guaranty Fund, the governing body of the savings bank life insurance system. North Adams, president of the council, presented a traveling bag to Mr. Bullock.

BOSTON TRAINING STATION

Veterans administration officials say the Boston branch office is the center of an experiment in which it has been demonstrated that veterans insurance claims can be handled more quickly on a decentralized

basis than by concentrating this work in the Washington and New York offices where it has been handled. The Boston office will serve as a training station for new branch deputy administrators to promote uniform procedure in handling insurance claims throughout the 13 VA branch offices.

Officials say Gen. Bradley's

decentralization program is beginning to have a beneficial effect on the handling of claims. Veterans organizations have charged that 180 days have been required to secure action on a claim. Bradley plans to reduce this to about 48 hours.

A "must" for every A. & H. man's library—*"Planned Salesmanship,"* by Cousins. \$3.00 from National Underwriter.

THE CHALLENGE

PLANNING WITH VISION... TO ENSURE
THE INHERENT HUMAN RIGHTS OF DECENT
LIVING, SECURITY, AND INDIVIDUAL DIGNITY,
HAS — FOR GENERATIONS NOW — BEEN THE
INSPIRED PURPOSE OF THE TIME HONORED
INSTITUTION OF LIFE INSURANCE WHICH
HAS ESTABLISHED BEYOND ALL DOUBT THE
ABILITY OF REASONING MAN TO PREPARE
FOR THE YEARS YET TO BE AND TO MEASURE
HIS NEEDS FOR THE UNCERTAIN JOURNEY.
LIFE INSURANCE MEETS THE CHALLENGE
OF THE UNKNOWN TOMORROW BY THE
INSIGHT, PRUDENCE AND RESOURCES OF
TO-DAY.

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SEVENTY BRANCH OFFICES THROUGHOUT NORTH AMERICA.

United Life and Accident Insurance Company

Concord, N. H.

Representatives Have Something Unusual to Sell

Ask the man who owns a United Life and Accident
Insurance contract which contains:

1. Life Insurance
2. Double Indemnity
3. Triple Indemnity
4. Non-cancellable Accident Insurance
5. Waiver of Premium

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Vice President and Agency Manager
Concord, N. H.

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CONSULTING ACTUARY

Associate
 E. P. Higgins

THE BOURSE PHILADELPHIA

Bendiner Warns of Pitfalls in Road Ahead

(CONTINUED FROM PAGE 1)

The outstanding job to be done is conservation. There has been a tremendous wave of mass selling, group insurance, pension trusts, etc., all because we are socially minded. This has been helped not a little because all expenditures for such insurance were tax exempt. It remains to be seen whether this social consciousness will prevail after corporate taxes have been reduced and industry has to contribute, say 60% instead of 14% to the cost of these plans.

Salaried Groups

Mr. Bendiner emphasized that the picture is not black unless the agent assumes that things are going to continue as they were. As to sources of prospects, he said that the whole salaried group are prospects. As wages come down salaries, relatively, go up, especially for men in executive, junior executive, and special positions who will receive raises. Prospects have shown that they could live on what they got despite high wartime taxes. As taxes go down they will have a measurable surplus and this is money that they can put into life insurance.

One of the best groups of prospects said Mr. Bendiner, are salesmen. There have been practically none of these in the last few years but corporations are now building up their sales staffs and these, particularly sales managers, are excellent prospects. They are free spenders and willing to spend money when they have it. Small business men are another source. There will be many of these small businesses set up by men who have initiative and courage and a need for money which they will work hard to satisfy.

Seek Ex-Prospects

Prospects and policyholders and friends of three years ago who were no longer prospects because they were in businesses such as automobile dealers, are back in business somewhere. They have been passed by but they should be re-discovered.

On the idea side, Mr. Bendiner pointed out that all economists agree that we are in for a rise in the cost of living, either severe or moderate. Every time there is a significant rise in the cost of living every insurance program becomes underinsured. A great deal more is going to be heard about inflation and life insurance is the only contract designed to meet inflation for it takes cheap money in and pays the money back when it will buy more.

This is the ideal time to sell insurance as a hedge against the claims of creditors. With so many businesses being organized it is inevitable that some will fail and there will be a need for set-

ting up funds that will be exempt from creditors' claims.

Mr. Bendiner stressed the need for helping conserve war bonds, saying that otherwise the public is set for a buying spree. Other sources of business are parents who want to insure that their crippled children will never become public charges. This also applies to supplying supplementary income for those veterans who have been disabled.

Mr. Bendiner said that the life insurance agent is in a unique position to help the veteran not only about his national service life insurance but about all the other rights and benefits available to him. He pointed out that in the 48 hours prior to being discharged the veteran is given an intensive course in what his rights and privileges are but he is thinking of getting home and absorbs very little of what he is told. Many agencies have been set up to help the veteran but they all depend on his coming in to ask questions. The agent has the entree into the home and can tell him about the numerous benefits to which he is entitled. The greatest of these in Mr. Bendiner's opinion is that the government gives to every veteran of every war the right to use any hospital or any domiciliary institution any time a bed is available. Any man who was disabled in service must be given this service.

While the veteran has \$8,000 or so insurance equivalent in social security and an average of \$9,000 national service life insurance, plus a couple of thousand group insurance provided by his employer, he is still a good prospect for he has a good foundation for an insurance estate to which more can be added, Mr. Bendiner said.

Texas Doctors to Promote Medical Service Cover

Initial steps toward fostering medical service policies for the benefit of wage earners below the \$3,600 bracket, are being taken by the State Medical Association of Texas, Dr. Frank Connolly of Waco, president, announces.

The doctors of Texas, he said, favor the establishment of economically sound medical service plans to be worked out by the profession and the public with the object of safeguarding public health. They condemn the establishment of government medicine as being definitely burdensome and harmful to the public health and welfare.

The council on medical economics of the association, meeting at Waco, prepared a report to be considered at the next state association meeting which calls for the organization to set up a department to investigate all current health insurance plans offered in Texas, both non-profit and commercial, and list all companies which come up to the required standards. Such lists, when approved, will be available to the public and companies so listed will be permitted to advertise the fact of their official approval.

Suggested standards for insurance companies which must be met in order to win the medical association approval are:

Insurance companies must be solvent. Non-profit insurers shall be as nearly non-profit as is consistent with sound business principles.

Insurance companies should avoid ad-

vising subscribers to consult any certain doctor or doctors. Policies should conform to the usage of medical ethics, there should be free choice of doctors, and no interference with the traditional doctor and patient relationship.

Insurers should state on the face of their policies that the amount allowed for medical care does not necessarily cover the charges of the doctor.

Insurers should not provide payments to any hospital for the services rendered the insured by any doctor.

Boerst Joins Mutual Life

James M. Boerst, former newspaper man and publicity writer, has joined the public relations division of Mutual Life at the home office. He will assist Carl V. Cefola in that division. Clifford B. Reeves, assistant to the president, heads the division.

Mr. Boerst was discharged from the army signal corps earlier this year.

Northern N. J. Manager Meet

The Life Insurance General Agents & Managers Association of Northern New Jersey will hold a dinner meeting in Newark, Oct. 8. The meetings this year will be strictly on a business basis. Heretofore they have been more or less social affairs.

Gastil Agency Outing

The Walter G. Gastil agency of the Connecticut General Life in Los Angeles, held its annual outing at Arrowhead Springs, Cal. Twenty-one members of the agency qualified by production during a six weeks campaign.

Chicago C. L. U. Elects

Due to the resignation of Robert J. Murphy, assistant manager of the LaSalle ordinary agency of Prudential in Chicago, to go to the home office in Newark as supervisor in the agency department, the Chicago CLU chapter has elected Eugene Rappaport, co-general agent of Pacific Mutual, to succeed him as vice-president. Ted Hewitt has been elected secretary-treasurer.

E. Rowland Evans, assistant manager of the life department of Travelers in Des Moines, has been appointed manager at Sioux City, Ia.

OPPORTUNITY

Parties not over 40 years of age with successful personal production record and experience in recruiting and training new men in life insurance business, interested in position as Field Man with Midwestern Company, write, submitting outline of general background, education, age, life insurance experience and salary expected IN CONFIDENCE, to Box D-36, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

GENERAL AGENT-MANAGER AVAILABLE

Experienced personal producer, complete insurance background, good record and competent. Desires connection with a progressive organization as general agent, manager, field supervisor or H. O. capacity. Write Box D-31, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED: OFFICE MANAGER

Large city General Agency of Northwestern Mutual offers good salary, bonus and advancement. Opportunity for sales-minded male around age 35, capable of supervising operations of all Agency services between Agents, Policyholders and Company, except Employees' Pension Trusts. Experience in Agency accounting and personnel management desirable. Tell all in letter addressed Box No. D-23, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY WANTED

Opportunity for young man with actuarial training and background. Home office experience not necessary but preferable. Excellent opportunity for advancement in a growing Middlewestern Company. Address C-74, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.



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Associate Editor
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A National Underwriter Publication

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"They must be nuts—"

"You know how crazy a dream can be! . . . I imagined I had come back from a trip out of town, and found my wife had taken a job with the Second National as a Trust Officer. I figured the bank must be nuts to put her in such a job. Edna is one of those women who can't keep a checkbook straight—and what she might do with other people's money would be murder!

"Later on, it occurred to me that that is just what I was doing—putting women in possession of a lot of funds they weren't competent to handle—by selling life policies without trust provisions. That's when I began to take Aetna Estate Control seriously, and I've felt a lot better ever since."

ESTATE CONTROL is simply additional assurance that every Aetna policy will do what the insured wants his insurance to do—a planned program to give his family adequate and sustained support if he should die,

and financial security throughout his retirement years if he lives. It is one of the most valuable services any Aetna representative can provide for any buyer of life insurance.

Because Estate Control interprets insurance in terms of practical utility—debts, taxes, mortgages, children's education and long term income—it makes the policyholder realize the inadequacy of his present insurance investment. And properly and intelligently used, Estate Control is one of the strongest means of getting new business from old clients. Many Aetna men have been able to sell substantial second policies to provide the estate capital the insured wants to have!

A recent check of a hundred Aetna men disclosed the fact that the seventy-eight who used the Estate Control plan were averaging new policies of \$14,000!

Estate Control, like all other Aetna sales programs, was developed over a period of years in collaboration with many of the most successful Aetna salesmen . . . was a proven and practical aid to better business before it was made available to all Aetna representatives.

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HARTFORD, CONNECTICUT



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